

Shopping Centre **News**

APRIL - MAY 2016

DEVELOPING RETAIL SPACES IN INDIA

VOL. 9 NO. 3 ₹100

SHAPING THE FUTURE OF RETAIL SPACES IN INDIA

100% FDI in e-commerce:
The Impact on Malls

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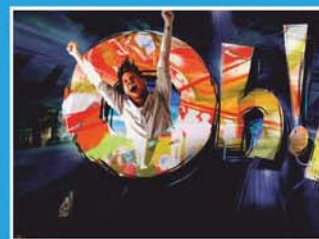
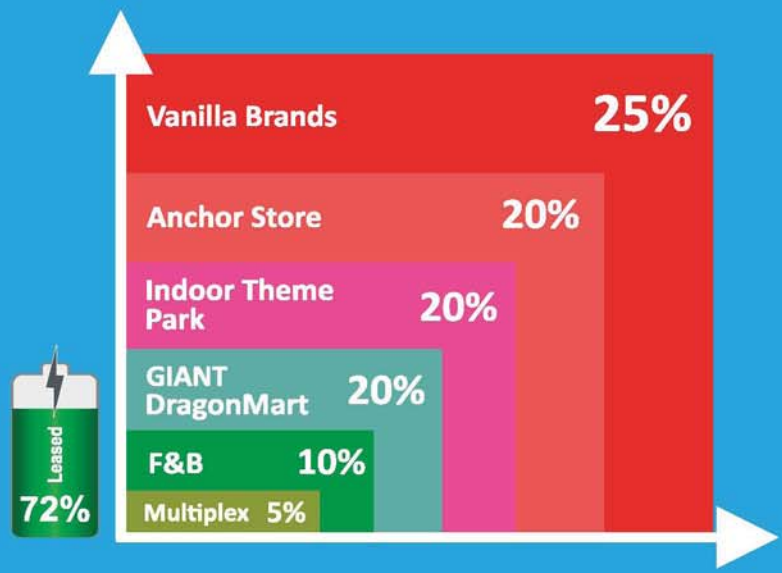
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It gives all of us at IMAGES intense satisfaction to be an actively contributing in catalysing the development of retail and retail spaces across the country. At the forefront of our efforts in the Retail Space arena we host the annual India Shopping Centre Forum (ISCF). I am extremely privileged to warmly welcome all to the 8th edition of India Shopping Centre Forum (ISCF) which will be held on the 11th and 12th of May at Renaissance, Mumbai. This time too, the event will be graced by all stalwarts from retail real estate.

Significantly, with today's shopper being spoilt for choice within the comfort of their homes through digital commerce, shopping centres need to reposition themselves as social spaces with leisure and entertainment being as important as the retail component. The new shopping centres need to evolve out of solutions linked to spirit of 'wowing' the customer. India Shopping Centre Forum 2016 will bring together businesses and professionals connected to the entire shopping centre design, leasing and management value chain to build strategies and partnerships and deliver superior shopper experiences in alignment with new technology and consumer behaviour paradigms.

In line with the broad sentiment, the cover feature of this issue of Shopping Centre News titled 'Shaping the Thinking on the Future of Retail Spaces in India' attempts to give a comprehensive overview on how malls are evolving themselves to gear up for the digital area as we stand at its threshold. The story also sheds insights on emerging concepts that will enhance mall experiences, especially with the non-shopping experience now coming to the fore.

In the issue we also analyse the recent clarifications in FDI regulations for ecommerce from the perspective of the impact on Indian malls. We also touch upon topics that are top of mind with both mall developers and dwellers. Please do read the feature on F&B trends that will be the game changers for food category at malls. Also included are several exclusives including a conversation with DLF Mall of India. We hope that you will find this issue of Shopping Centre News both useful and informative.

We once again welcome you to India Shopping Centre Forum 2016 and look forward to meeting you there.



Amitabh Taneja

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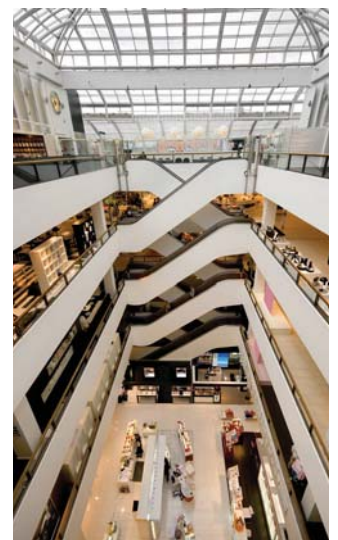
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SHAPING THE FUTURE OF RETAIL SPACES IN INDIA

The fact remains that we Indians 'celebrate' shopping and a mall is THE only place that allows us to do so!



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THE PUSH IS ON GAINING CUSTOMERS AT ANY COST, GLOBALLY

The stupendous rise on online retail and the gradual decline of in-store sales are forcing British retailers to refit their once bustling superstores with new attractions such as rivals' fashion brands to fill empty spaces and keep shoppers coming through the door.

BY **PRIYANKA DASGUPTA**

British retailers refitting stores with rival brands to keep customer traction

As online deliveries surge and shop sales fall, Britain's retailers are looking to refit their once bustling superstores with new attractions such as rivals' fashion brands to fill empty spaces and keep shoppers coming through the door. In a shift in strategy aimed at making the space profitable and avoiding store closures, retailers such as Tesco have also started experimenting with gyms and children's play areas to entertain customers. The brands have 20,000 square feet of the store's 120,000 sq ft, replacing space previously taken up by Tesco's toys, stationery and technology offer, some of which are now only available on its website. In the four months since the brands went in, shopper numbers at the Woolwich store have risen. A Tesco spokesman said in a media report, the changes at Woolwich were illustrative of Tesco Chief Executive Dave Lewis' strategy to turn around the business, giving shoppers more choice so they start to see superstores as the most convenient way to shop again. "We are always looking at new ways our stores can meet the needs of local customers. We're pleased with the feedback from customers in Woolwich who tell us they like the store's convenient range of fashion options," the Tesco spokesperson said. Thousands of small shops have disappeared from British towns in recent years, unable to compete with the lower costs and prices of online outfits and bluechip retailers such as Tesco and Marks & Spencer could join the exodus. "The UK is very advanced in terms of online shopping," said Neil Saunders, Managing Director of retail research firm Conlumino in the media report. "As other regions catch-up with that they will experience similar problems and similar issues." In the UK online sales as a percentage of total sales rose to 15.2 per cent in 2015 from 13.5 per cent in 2014, according to the Centre for Retail Research, compared with 11.6 per cent in Germany, 8.0 per cent in France and just 2.5 per cent in Italy.

Britain's supermarket sector alone added around 35 million square feet between 2007 and 2014 even as online shopping rose and the digital shift looks unstoppable. Sainsbury's, Britain's second biggest supermarket, has



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acknowledged that it now has around 6 per cent excess space, or about 1.5 million sq ft. A big part of the rationale for its 1.3 billion pounds proposed takeover of Argos-owner Home Retail is to bring Argos concessions into its stores to absorb this space. "The coming together of the two organisations would allow us to optimise the space and optimise the space quickly," said Sainsbury's Chief Executive Mike Coupe in a media statement. The Argos concessions will complement other moves by Sainsbury's to exploit under-utilised space through existing partnerships with Jessops, the photographic shop, and Timpsons, the shoe repair and key cutting firm. Tesco has also struck deals for third party outlets with firms such as Sports Direct, Mothercare, Claire's Accessories and Sock Shop and is testing gyms and soft play areas in some stores. Similarly Wal-Mart's Asda recently agreed a deal to give space over to Decathlon, the sports equipment and sportswear retailer. Industry experts are expecting a proliferation of retail tie-ups. In fact the companies are dwelling on this premise of what are the other things that be brought under one roof to make customers feel happier and spend more. If retailers can't make stores profitable the alternative is closure. Tesco has closed 61 stores since Lewis became

CEO in 2014, while Morrisons, Britain's No. 4 grocer, has closed 21 supermarkets and plans to close seven more, saying it can't see a way to make them profitable. Analysts say Marks & Spencer, the country's biggest clothing retailer is ripe for a major store rationalisation.

In its Christmas quarter M&S grew online sales by 21 per cent and although it did not break out general merchandise sales for its stores only, analysts have estimated a year-on-year decline of over 8 per cent. The firm has been tinkering with its near 900 UK stores, dedicating a little more space to the faster growing food over clothes. There has been speculation that M&S, whose clothing offer is entirely own brand though it does sell some third-party food items, could bring in rival clothing brands. This has, however, been dismissed by CEO Marc Bolland, who will be replaced by Steve very soon.

UNIQLO to open its global flagship store in Singapore

UNIQLO will soon open its first global flagship store in Singapore, and in the Southeast Asia region. The new store, which will be the largest UNIQLO store in Singapore and in the region, will be located in the Orchard Central mall along Orchard Road, the fashion hub of Singapore for both local residents and international visitors. "We are very honored, and excited, to open our first UNIQLO Global Flagship Store in Singapore. Having been a member of the local retail scene since 2009, we remain committed toward contributing to the local community and being an integral part of Singapore's growth and future," said Taku Morikawa, UNIQLO Southeast Asia CEO in a media statement. "We will continue our effort to design and create innovative clothes that enrich the daily lives of people, as a reflection of our LifeWear philosophy," he added.

The Singapore Global Flagship Store will provide an extensive range of the latest lines for women, men, kids and babies, in a sales area of approximately 2,700 square meters across three levels in the Orchard Central, the first and tallest vertical mall in Singapore. Modelled on highly successful UNIQLO flagship stores around the world, customers will enjoy the best that UNIQLO has to offer, in a truly unique retailing setting - from the product range to the store's interior and layout. The opening of a Global Flagship Store in Singapore highlights its prominence in UNIQLO's expansion plans worldwide and will add to global flagship stores in key locations today, including New York's Fifth Avenue, London's Oxford Street, and Ginza in Tokyo. Through its innovative, high-tech displays and extensive product lineup, the new Singapore Global Flagship Store will serve as a launch pad to display the brand's LifeWear to a wider audience. The latest UNIQLO Global Flagship Store will create more than 300 jobs in Singapore. ●●



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BRITAIN'S RETAILERS ARE LOOKING TO REFIT THEIR ONCE BUSTLING SUPERSTORES WITH NEW ATTRACTIONS SUCH AS RIVALS' FASHION BRANDS TO FILL EMPTY SPACES AND KEEP SHOPPERS COMING THROUGH THE DOOR. MEANWHILE, UNIQLO WILL SOON OPEN ITS FIRST GLOBAL FLAGSHIP STORE IN SINGAPORE, AND IN THE SOUTHEAST ASIA REGION.

INSTEAD OF IDLE PROPERTIES, DEVELOPERS ARE LOOKING AT PROFITABLE CONVERSATIONS

Property consultants and mall developers, retail space owners are increasingly looking at speciality malls revolving around F&B and entertainment in particular. Shopping Centre News also takes a look at the key movements reported recently.

BY PRIYANKA DASGUPTA



► SPECIALITY MALLS TO LURE CUSTOMERS

Changing aspirations of customers, increased competition from e-commerce players and falling margins have forced mall developers to increasingly look at building speciality malls like Food & Beverages, jewellery and apparel, taking a cue from the high streets of the country but with a twist. Global property consultants and mall developers are more keen on having something like the DLF Cyberhub in Gurgaon, Sangam Courtyard, Epicura and DLF Emporio in Delhi and the Gold Souk in Gurgaon. Builders are betting on the F&B and the entertainment sector among the specialised categories given the crowd that it draws. K Raheja-backed Inorbit Malls has constructed a one-lakh square feet mixed-use property near Terminal 2 of Mumbai Airport wherein it has allotted over 90 per cent space to F&B players. "Speciality malls are a relatively new concept in India and is an opportunity for mall owners given the changing consumer preference," said Puneet Varma, assistant Vice-President of Marketing

at Inorbit Malls in a media report. "Also, with newer format of F&B outlets coming in, it helps in boosting footfalls."

Industry experts feel that though the footfalls were found to be relatively low in speciality malls, the mall builders and property consultants have found that the conversion rate in speciality malls was high owing to focussed group of consumers. Also, with the increasing competition from e-tailers, there is a need for developing shopping centres to provide a more specialised experience to shoppers with specific needs. He cited the example of DLF Emporio, which offers many luxury retail brands under one roof, strategically located alongside DLF Promenade and Ambience mall in New Delhi, attracting targeted footfalls and regular customer base.

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NATIONAL ROUNDUP

► DLF SELLS SAKET MALL TO ITS WHOLLY OWNED SUBSIDIARY

Real estate major DLF sold its shopping mall located in Saket in the city to its wholly-owned subsidiary for ₹ 904.50 crore to with an aim to facilitate potential monetization in future. In a BSE filing the company said, “the Board of Directors at its meeting held on March 17, 2016 has approved sale of ‘DLF Place, Saket’, a shopping mall, having built up area of 5.16 lac sq.ft. (approx.) along with land parcel on which the said mall is situated, to Nambi Buildwell Private Limited, a wholly-owned subsidiary of the Company on arm’s length basis for an aggregate consideration of ₹ 904.50 crore.” “This is in line with the strategy to structure ownership of existing assets in order to facilitate potential monetization either through REITs or otherwise in future, subject to necessary regulatory and statutory approvals,” the company added. DLF is also in process of selling 40 per cent stake in its rental arm DLF Cyber City Developers Limited, a deal that could fetch around ₹10,000-12,000 crore for its promoters. West Asian sovereign funds Abu Dhabi Investment Authority and Qatar Investment Authority, along with Kotak Realty Fund and another global investor, are reportedly forming a consortium to bid for the company’s 40 per cent stake sale in its rental arm. Other players such as Brookfield Asset Management, Temasek, Khazanah, GIC, Canada Pension Plan Investment Board, Blackstone, Warburg Pincus and Goldman Sachs have shown interest in bidding.



► IDA TO DEVELOP LOCAL MARKETS ON THE LINES OF JANPATH AND PALIKA BAZAAR IN NEW DELHI

With a view to boost its revenue, the Indore Development Authority (IDA) is planning to develop local markets on the lines of New Delhi’s Janpath market and Palika Bazaar. IDA Chairman Shankar Lalwani said in a media report, “At Vijay Nagar, we have some commercial land available. Here we are planning to set-up a fully air-conditioned market with shops and kiosks. These shops will generate revenue for IDA and would also become one of the sources of employment generation.” The decision to generate revenue through local markets and other commercial spaces comes after IDA had to sell off some of the unsold properties at the construction price without any profit. According to Lalwani, around 12,000 flats constructed by the IDA in different schemes for medium income group (MIG) and high income group (HIG) remained unsold because of the slump in the real estate sector. IDA board member Vijay Malani said in the media report that the real estate sector has not yet recovered from the slump in the market. Therefore, IDA is banking on the concept of ‘local markets’, which could give it the long needed windfalls. Like Delhi Development Authority (DDA), IDA will first construct mini and local markets like Sarojini Nagar market. At later stage, we will also attach office complexes in these areas. IDA will carry out a survey of its commercial properties, scattered around the city and thereafter, issue tenders for it.

► IKEA TO BUY LEASE RIGHTS OF 26 ACRE PLOT IN MUMBAI

Swedish furniture retailing giant Ikea is buying the lease rights of a 26-acre plot situated on the outskirts of Mumbai from Tata Group company Rallis for about ₹214 crore, which could be the venue for the label’s first outlet in the western belt of India. The transaction, subject to regulatory approvals, fuels the world’s largest furniture maker’s growth plans in Asia’s third largest economy. The site at the MIDC Industrial Estate on the Thane-Belapur road in Navi Mumbai could also house a back-end unit for Ikea, which is known for its huge warehouse-like stores. The company, among the first to move into India after the country allowed 100 per cent foreign direct investments in single brand retailing, intends to invest ₹10,500 crore to open 25 stores in one of the world’s fastest growing regions. Last year, the chain had bought a 13-acre land in Hyderabad, which will be its maiden outlet in the country. The store, spread across 4 lakh square feet, will



open doors next year. The per square-metre rate at which Ikea signed the deal at MIDC area is lower than the going market rate, a person from real estate industry said. At ₹214 crore, the rate works out to be ₹20,400 per square metre as against the current rate of ₹25,000-₹30,000 per square metre in the same area, according to industry insiders specializing in that market. Ikea, known for massive stores selling flat pack furniture and accessories, is scouting for more sites in different parts of the country as it intends to have its label at Delhi-NCR, Bengaluru, among other locations. Its outlets will showcase an array of products from its global portfolio as well as have goods tailored to local taste. Even as Ikea charts out strategy to have a physical presence in terms of stores in India, the Swedish giant also plans to double the value of goods sourced from the country by the end of this decade. At present it sources textiles, mattresses, furniture and carpets etc worth about \$370 million annually from the country. ●●

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HOW 100% FDI IN E-COMMERCE WILL IMPACT INDIAN REAL ESTATE

100% FDI is permitted in Indian entities that carry out single brand retail via e-commerce. The policy will not only generate more investment but is a boon for Indian malls as well. Let's find out how...

BY **ANUJ PURI**

About the author:
Anuj Puri, Chairman & Country head, JLL India

India is already host to some of the largest global e-commerce players. The announcement that 100% FDI will now be allowed in e-commerce is going to open the floodgates to a host of other players in this segment. The impact that this development will have on Indian real estate will be significant. In the first place, the new players - like their predecessors - will require large office spaces to house their back-end teams. They will naturally direct this requirement to the country's top 7 cities.

The second impact will be on the demand for warehousing and logistics real estate. Unlike the demand for office spaces, this additional requirement will be spread fairly evenly across Indian cities. E-commerce players need to be able to deliver quickly to their customers, and one of the most important clientele segments for them are in the tier II and tier III cities. We will therefore see a significant step-up in demand for warehousing spaces in and around these cities.

On the flip side, there has been a rider clause attached to the FDI liberalisation on e-commerce. The e-commerce players now will be unable to sell below the market prices and not more than 25 per cent of sales will happen via one vendor (this proviso does raise a question about the term 'market price', given that there is fairly broad accepted range for most products). In any case, this announcement brings brick-and-mortar retailers on a more level playing field, and would help to still the outcry over unfair trade practices to an extent.

Overall, this is positive for the retail industry; more rational behaviour will now prevail in terms of market trade practices, and mounting of losses by most e-commerce companies will be curtailed. Online sales may reduce as deep discounts disappear, although losses will also be capped.

If we look at the West, e-commerce and brick-and-mortar players coexist happily, and this dynamic can definitely reflect on the Indian terrain as well. With e-commerce in India still at the nascent stage, the base being low even now and the growth rate very high, there is enough scope for both e-commerce and brick-and-mortar retail to flourish. ●●

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Golf cart shuttle, senior citizen seating, high chairs for babies, child safety band and much more.

#360 DEGREES OF VIBRANCE

This diverse world of experiences has over 130 retail stores featuring the finest in fashion and lifestyle brands, leisure, entertainment and dining. So there's 360 degrees of fun for you, every day.

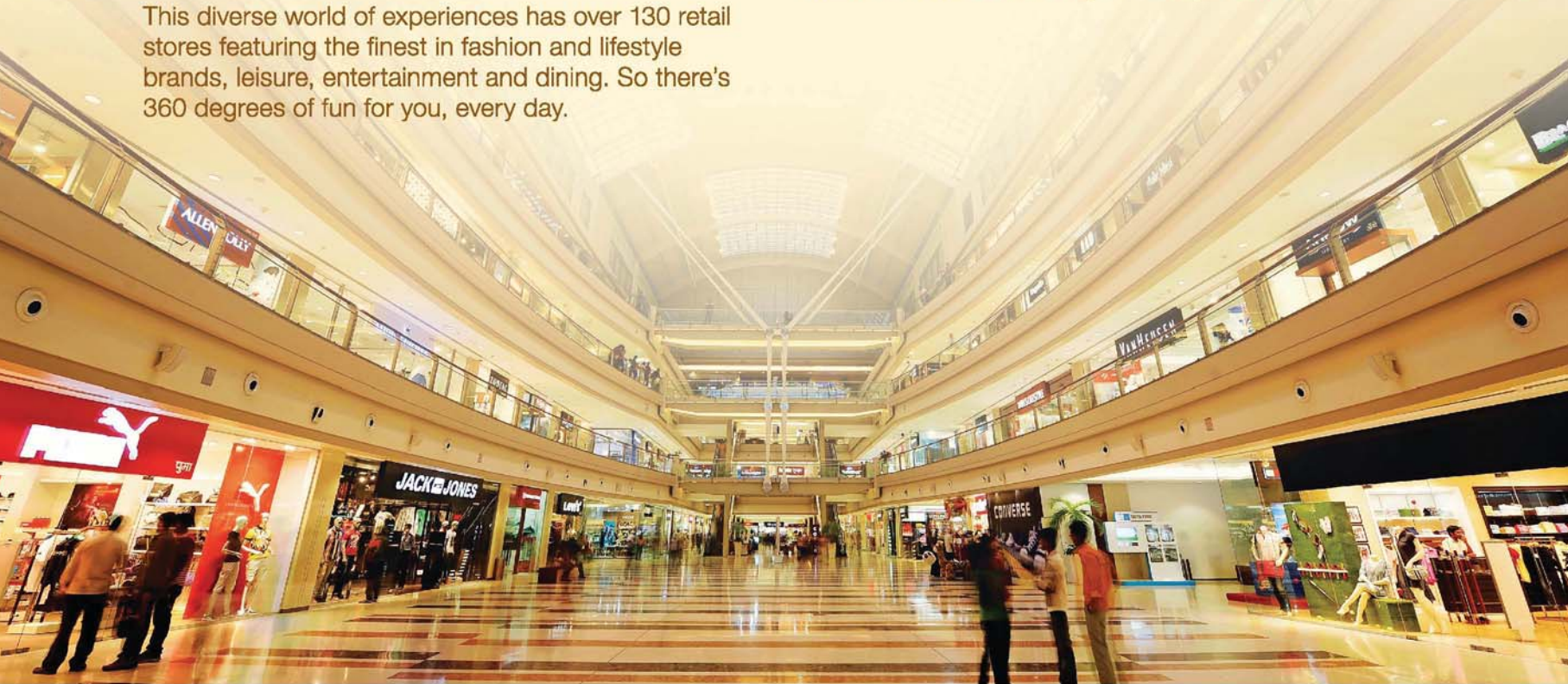
#270 DAYS OF ENTERTAINMENT

Festivals, sales and themes engage the community throughout the year. The mall has one of the most active social media pages, with over 1.67 lakh followers.

#SIGNATURE EVENTS include Golden Dandiya, Summer Champs, Tummy Tuesdays and Women on Wednesdays to name a few.

#ADD TO YOUR FAVOURITES

KORUM mall is favoured by retailers, as some of them have seen the highest sales in the country; giving them the confidence to open multiple outlets.



#BUZZIEST BRANDS



HOW NEW

F D I

REGULATIONS CAN HELP MALLS



The recent amendment from Department of Industrial Policy and Promotion (DIPP) on 100 per cent FDI in e-commerce seems to be a welcome move for the Indian retail real estate sector. It has also notified new rules which could potentially end the discount wars. It might disappoint consumers, but certainly help malls in getting better footfalls.

BY SHIPRA SRIVASTAVA



The Indian government has allowed 100 per cent foreign direct investment (FDI) in online retail of goods and services under the so-called “marketplace model” through the automatic route, seeking to legitimize existing businesses of e-commerce companies operating in India. Speaking on same, Benu Sehgal, Senior Vice-President, DLF Place, Saket, says, “The FDI regulation is certainly a much called for move, this would establish parity in conducting business for both online and offline platforms. In the past we have seen how massive discounting on e-commerce has led to their sales boost. Post this amendment, the actual key strengths of both mediums will come into play.”

With this regulation, we are anticipating the footfall to increase at brick and mortar, as they offer the touch, feel and many other experiential elements which are missing in online shopping. This is one of the reasons that many e-tailers are now taking the offline route to building a better connect with their audience.

Speaking on same, Yogeshwar Sharma, Executive Director, Select Infrastructure Pvt. Ltd., says, “It is a welcome move for Indian retail real estate. The move will definitely help ensuring the price parity between online and brick & mortar players. Retailers dwelling in malls should also look it from positive aspect.”

Sharing his views Vivek Kaul, Head – Retail Services, CBRE South Asia Pvt. Ltd. said, “It legitimizes the already existing “marketplaces”. Players operating on an inventory-based model will be impacted the most. Grocery players might have to restructure operations. The regulation might also make an impact on the expansion plans of e-commerce players as they might want to revisit their operation dynamics and expansionary strategy.”

HOW MALLS WOULD BE BENEFITTED?

It is a significant development that can potentially end the discount wars. New regulations prohibit marketplaces from offering discounts and capping total sales originating from a group company or one vendor at 25 per cent. The move will certainly generate more footfall to malls as the urge for going online just to avail discounts will be minimised.



IT IS WELCOME MOVE FOR BRICK AND MORTAR ESTABLISHMENTS, AS NOW PARITY WOULD BE ESTABLISHED ACROSS ONLINE AND OFFLINE SPACES. IT SEEMS THAT THERE ARE NO SUCH LOOPHOLES, BUT CERTAIN CASH-BACK POLICIES AND OTHER INDIRECT DISCOUNTS ARE NOT ESSENTIALLY BEING COVERED UNDER THIS LAW.

Maresh M, CEO, ISHANYA & Hous!!Fe shares, “Yes. Indeed it is. I think this is one of the most encouraging actions that has been taken to balance the retail economy for long term stability. This will also put a check on the so-called ‘promotion driven funding’ that e-commerce companies have been taking significant advantage of. The offline and online prices will hopefully be competitive going forward. However, let’s be clear again that e-commerce players are not restricted to sell below market prices. Govt. has only restricted e-commerce players from any promotional funding tactics and hence it will be only the vendor who will have to absorb any discounts offered online. If a vendor wishes, he can offer additional discount on a product but he will have to bear that loss himself. This brings in a far better control and hopefully more transparency and competitive market dynamics.”

However, the new move can effect the valuation of e-commerce companies, illustrating more on same Kaul says, “The recent regulations aim to control the deep discounts as the Competition Commission of India strives to provide a level playing field for online as well as offline retail. This might hurt valuations

of leading e-commerce players as a lot of money has been spent by these companies in customer acquisition by playing the “discount card”. However, ensuring compliance of the discounts being offered might prove to be a challenge.”

Speaking on same, Sehgal says, “Indeed, it is a welcome move for brick and mortar establishments, as now parity would be established across online and offline spaces. It seems that there are no such loopholes, but certain cash-back policies and other indirect discounts are not essentially being covered under this law. We are yet to see that how well the government is able to ensure the compliance of the same.”

EFFECT ON RETAIL CATEGORIES

As per sehgal there would be no major category of retail that will be affected with recent development. However, the move will certainly help the retailers in establishing a synergy between online and offline retail. However, players in e-commerce are already looking at setting up physical stores, while physical stores are looking at establishing their presence

online. Most leading players in the apparel and footwear retail space are already present online, either independently or through leading online platforms. While the new regulation tries to provide a clear working frame for e-commerce players, it may not have a large impact on the synergy between the two as players have already been moving towards that zone in recent times.

Speaking on same, Kaul says, “By bringing in clarity with respect to the laws and regulations that govern the emerging e-commerce sector, the Government has provided a clearer framework for players that operate/plan to operate in the e-commerce space. With discounts that have been driving the e-commerce boom—especially in the apparel and electronics segments—coming under scrutiny, physical stores can look at increased footfalls at their stores.”

Concluding the views, Maresh added, “This policy will affect all categories. But from our perspective on consumer durables like furniture, these categories require substantial back end facilities such as warehousing and better logistics solutions. Those players who are currently in the inventory based model may migrate to market place models to offer themselves on the FDI inflow front. This eventually may lead to a balanced approach from both online and offline retailers with respect to consumers though the funding patterns may be different. Such a situation will create an even better level playing field for offline retail destinations like Ishanya. Not to, of course, forget that online models in whatever format will continue to grow at a much higher growth rate given their inherent advantages.”

Clearly, synergy or cannibalization of online and offline is a peak into the future, and clarity in FDI policies will certainly help in establishing a better synergy in online and offline retail. ●●●



RETAINING TALENTED EMPLOYEES IN CUT-THROAT RETAIL WORK ENVIRONMENT

Today, employee turnover has affected every industry which has led to additional cost of recruiting and retaining the employees.

BY VANDANA SHAH



Bloomerg stats say retail sector has been experiencing per cent of employee turnover every month. With an increase of employee turnover in the Retail Section, employers should begin thinking on retaining their employees. A key fundamental of every business success lies with its employee that defines the business success and growth.

Today, it has become very common in almost every cubicle where if the managers are happy, then their employees are turned down.

Very commonly we can see everyone in the retail company getting easily frustrated (due to work in weekends or on holidays). Despite the reasons are obvious and known, but managers still cannot figure out the root cause. "Cut Throat" has become the worst corporate culture which can be defined by high trauma, politics, backstabbing and dishonorable behavior. An obvious change which can be observed in an employee is low self-confidence, poor sanity and deprived health.

The employers should take the advantage by defining a strategy that adds benefits to employees and groom their corporate culture to retain the best talent in your organization and that the best brain should be employed to increase the turnover.

MAJOR REASON OF CUT THROAT ENVIRONMENT- OFFICE POLITICS

This is an unfortunate fact which dragged the employees. The one who got promotion may not do a good job or stay late, but still plays politics to stay in their position. Accept the fact that the office politics is toxic, causing less productivity and dragging everyone just to stay top.

While most companies already understand productivity increases only when the employees are more productive, creative and engaging, therefore they work on cutting down the politics to provide a safe working environment for their employees.

STRATEGIES TO RETAIN YOUR BEST EMPLOYEES

SPOT GOOD TALENT

If you a manager in retail sector, then have an eye for the talented employee that can work in the workplace accordingly. Look for the smart, self confidence employees who are focused in the work and possess set of skills to help the customers find what they are looking for. Selecting such people in your company and then slowly appreciating them in their work as they grow ahead.

CREATE GOOD CULTURE IN OFFICE

An employee spends half of their time in their workplace on an average. So, apart from offering a competitive salary, first focus on making them feel like home, comfortable and valuable for the company. Employees who find a comfortable working environment tends to stay longer with an organization and focus on only achieving their goals that contribute towards the productivity. Make the work pressure easier so that they can easily cope up in the cut-throat environment.

OPEN COMMUNICATION

Now, when I say open communication does not anyway mean to take suggestion and put in the box to collect dust. This truly means having a loyal conversation with your employees. To reduce the cut-throat environment, have a discussion with your employees give opportunity to contribute to your retail business success. Allowing the employees potential to flow out the best way, you can utilize for productivity which also stops office politics.



FOCUS ON GOALS

Perhaps, a major reason for less productivity is the employees are unaware of their project goal. In many software development companies, employees actually don't know what to achieve due to the lack of communication with their managers which makes them unable to clarify their goals.

Having every employee knowing what role they should perform in a project at the very beginning will reduce the office politics, thereby increasing confidence in every employee when they work together.

REWARDING TIMELY

Don't keep your employee rewards for their achievement until the end of the year. Also include them in your goals and motivate them to achieve it. Always, make every employee feel about their achievement and efforts they have put into their work. If you are successful in telling your employees how much important for your retail business, then gradually your sales will increase.

Companies often gives sales bonus to their employees, however, you may also add extra perks like longest working hour on Christmas and other festive Days or give appreciation for safety is a good way to retain your retail employees.

MAKE APPROPRIATE FUN

An employee can work the best when they find their workplace comfortable. For this, remember to set a limitation to what extent a joke should be made on one. Sometimes, disrespectful remark, racist or sexist comments hurt employees that may also hamper your business reputation. Always have a fun environment, but within the limits where everyone can enjoy and work.

REWARD WITH A COMPETITIVE SALARY

Every employee seeks a competitive salary that makes them work with your company. To attract the

right professional and talented individual, offer a handsome salary. Well, here competitive do not mean a higher salary than competitors, but a salary which an employee can expect from your competitors.

REWARD RIGHT PEOPLE

This is the good opportunity to gain your employee trust. Continuously monitor your employees work and track their progress. Understand the contribution as a team and an individual. Give rewards to all those employees who have put their best efforts to achieve the company goals. This motivates your potential retail employees to work hard and also set an example for others to play with their strength.

To identify the right individual, create a better transparency of the team work which tells you how much effort every team member is putting. This will encourage every employee to work best and avoid any politics between them. Always remember to track the employees and reward the right people.

RESOLVE CONFLICTS PROACTIVELY

Continuous interaction with your employees let retailers know your employee current mind status. Provide with an open discussion environment where the employees know whom to talk during any dispute. Often employees prefer being quiet only to avoid things getting worst if they would speak up. Moreover, this creates a fear and bullying environment where an employee shattered completely, thus causing poor performance which creates a fear based workplace.

When it comes to Company and productivity, it is clearly understood to kick politics out of the workplace. Create a healthy working environment for the employees, alerting them about the company goals, involves every potential talent, offering comfortable working place and most importantly, rewarding the right people that would motivate the employees to work harder for their company which in turn yield more revenue. ●●

Malls Celebrating **'JOY'** TO SCALE GROWTH

The month of March was a month of 'Celebrations' for Indian malls with many activities lined up. Malls were in full swing to ceremonialize each and every event, make their patrons feel 'Special' and help retailers churn better margins through the celebration. Mall developers did their best and became successful in escalating the footfall and sales through their out of box activities. Shopping Centre News talks to various mall developers to know about their month specific activities and how these activities help the mall in creating differentiation.

BY SHIPRA SRIVASTAVA



DLF EMPORIO, DELHI

In the first week of March, the mall hosted its women's day celebrations to honour and appreciate women from all walks of life for their achievements. The mall curated a special afternoon on its Terraze, SET'Z DLF Emporio where women from fashion, corporate and media indulged in pampering sessions like nail spa, make up, hair styling,

foot and hand reflexology over indulging session of food and drinks. The theme for the decoration was synonymous to what women love which included beautiful flower installations, bouquets, bows, lace balls, crystal and pearl strings. This year theme of the decoration was towards pink with hues of ivory and grey.

The cost of organizing these events varied depending on the theme and decorations used.

All women-centric brands observed upsurge in sales as customers' were buying women centric gifts. The brands witnessed an increase in sales of categories like accessories (bags, wallets, belts etc) and jewellery.

DLF PROMENADE, DELHI

It's been a tradition that for each event/festival the mall create a theme based décor every year and try to ensure that it is not just limited to props but was creative as well. For example, for Holi, the mall recreated the legacy of Holika and Prahlad through Mogli's Gurukul to introduce this mythological story to the young generation. Costs of these activities varied depending on not just the occasion but also the duration. Speaking on same, Dinaz Madhukar, SVP DLF Luxury Retail & Hospitality, says, "We spent close to 1 lakh for both the events. During Holi we saw an increase in spending over skincare products and salons

besides ethnic attire. Our customers loved the dresses up for this occasion. This includes children's brands as they enjoy these festivities the most."

Brands which benefitted the most were M&S, Aldo and Aldo Accessories. Mall witnessed a spurt in footfall by approx. 20 per cent.



SELECT CITYWALK MALL, NEW DELHI

Select CITYWalk mall celebrated women's day with great zeal. The competition to win gift voucher was open to all. Also, a Helium balloon was released pledging the number of calories promise to lose each day. Women were getting clicked at the "IAMAWESOME" photo booth and take home an exciting photo. The mall management spent around 4 Lakh to conduct this activity. All the beauty and wellness players participated in this activity and mall witness the an increase footfall of 18-20 per cent.



HIGH STREET PHOENIX AND PALLADIUM, MUMBAI

High Street Phoenix and Palladium are the pioneers in creating retail experiences of international standards along with the retailers and leading partners from the industry. The month of March witnessed a host of events, celebrating the season of Spring, showcasing beautiful installations of tropical birds across the mall, first ever Itsy Bitsy Food Festival and The Lil Flea Hangover – a flea market that also left you with a trippy evening. Another edition of St. Patrick's Day, Easter Party with young kids and beautiful moms and a mesmerizing performance from 90's by Lucky Ali. Each event was curated to perfection for its target audience. The costs differed from one campaign to another. Each campaign was designed to enhance the offerings at the retail stores. Most campaigns were supported by retailers by means of activities, gift vouchers, co-promotions and more. For example, a brand catering and for Easter Party at Palladium organised a treasure hunt competition for invited children and gave away for exciting prizes to each participant. The footfall touched almost the double mark during the month of March comparing the other months.



GROWEL'S 101 MALL, MUMBAI

Paying an 'artistic' ode to women, Growel's 101 Mall organized ArtiSTREE 2016, a unique extravaganza that encouraged creative instincts, as part of celebrations for International Women's Day. The two-day festivity that started on March 5 provided an exclusive platform to women to showcase their talent in different genres. With a tradition of the popularity and overwhelming response that the event has been garnering since the past two years, its third edition too witnessed over a thousand entries with the participation of hundreds of women eager to prove their talent. The celebrations began with a fine art exhibition which involved consummate display and presentation of various art forms. Day 2 of the event kick started with a dazzling ramp show where women across age groups participated and turned into stylish fashionistas. There was an increase of 10 to 15 per cent in the footfall. - food, kids play area, speciality categories (like Thai spa or Health & Glow store) did well in this activity.



EXPRESS AVENUE, CHENNAI

The theme of the decoration was to promote Easter festival (360 degree view), setup depicting village houses in shape of Easter eggs. The setup attracted lots of shoppers and they clicked memorable photographs. "Approximately ₹4 Lacs was spent for the design and set up implementation our in-house team with gift distributions to kids for various activities held on that day," informs, Ganesh CV, VP – Leasing & Marketing, Express Infrastructure Pvt Ltd. Almost all the retailers did well, to name a few Tommy Hilfiger, Mango, Hamleys, Starmark and Women's World. There was an approximately 32 per cent increase in footfall more than the normal footfalls.



CONNECT

AMBIENCE MALL, GURGAON AND VASANT KUNJ

The mall celebrated Holi activity between 21 - 24 March 2016. The canvas paint activity took place on 21st and 22nd March and sling shot & selfie booth activity took place between 22nd to 24th March. During holi, 3 activities took place in Ambience Mall, Gurgaon for the engagement of crowd and for holi celebrations. Canvas painting; A huge canvas was placed and people were invited to paint the canvas with varied colors. The crowd actively participated in the activity and the canvas got painted with different colors and drawings. In the end, an artist transformed all the colors into a huge face as shown in the pictures attached. Sling shot Activity: A huge screen was placed and people had to sling shot their holi messages on the screen.



MAGNETO THE MALL, RAIPUR

Magneto The Mall was full of enthralling cricket installations. The tone was all set for cricket lovers. To keep the T20 World Cup cricket fever on, some live expressive cricket player's statue artwork installations were up on display at Atriums and corridors.

The central Atrium witnessed a huge artwork installation of 15 feet – "The Warrior M.S. Dhoni" with a perfect likeness of the great man-at-arms at war-field, surrounded with the green cricket field formed as the battleground.

The corridors witness the cricket euphoria of various war zones of Virat Kohli, Shikhar Dhawan, R. Ashwin, Suresh Raina, Harbhajan Singh, installed everywhere to raise the game enthusiastically and more to welcome to Magneto The Mall.

Magneto Mall scaled new heights in city successfully by creating a new arena of cricket with a complete new dimension of T20 addition.

"Our patrons were incredibly excited to click selfies with their favorite cricket players with the live cricket match on bigger screen. Mall spent 1 Lac to conduct this activity. Anchors including Westside, Myways, Bigbazar, Reliance Digital Express, PVR, and Vanilla Stores including Tommy Hilfiger, Calvin Klein, French Connection, AND, Wills Lifestyle, Clarks and so on. The mall witnessed footfall increase of 15 per cent to 20 per cent during the activity," shares Priyank Singhania, Director - Magneto The Mall, Raipur.



MANTRI SQUARE, BENGALURU

South India's premium mall, Mantri Square celebrated its 6th Anniversary on the 20th of March, 2016. To celebrate the success and the anniversary, Mantri Square hosted various activities for its customers from the 11th of March, 2016 to the 10th of April, 2016. Mantri Square hosted a musical evening with Grammy performer, Manoj George who performed hit melodies at the mall along with live performances by an International belly dance artist and a special act by an LED Hoop specialists on the 20th of March 2016. Customers were also treated to a flea market at the venue that sold quirky knick knacks along with various accessories.

Mantri Square Malleswaram's 6th Anniversary also provided a wholesome experience for all its customers with activities such as pedal spin art and beat the buzzer. To add more enthusiasm to the celebrations, Mantri Square conducted a month-long campaign of "Shop & Win" where the bumper prize was a Toyota Liva car and a weekly & daily prize of ₹50,000 and ₹10,000 worth gift hampers respectively. Approximately 40 lakhs (including print ads, hoardings, radio and events) were spent in his activity.

ALPHAONE, AHMEDABAD

The highlight for the month of March was the Women's Day celebration. The theme was 'Honoring the women in our lives'. The highlights of the week-long celebrations started with exhibiting a special collage featuring the real heroes behind AlphaOne's success and popularity, all the Women working at AlphaOne. The cost of conducting such events was approximately ₹2.5 to 3.5 lakhs. Women Accessories brands like, Sia, Gili, Ramee Bags and Helios saw a growth of more than 60 per cent during the campaign in comparison with the average daily sale in March. While brands like, Charles and Keith, Madame, Addons Women, Lavie, AND saw a growth of more than 50 per cent in comparison to the average daily sales achieved in the month of March. Total footfall increased during the time of campaign of March increased by 12 per cent.



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games

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BRANDS

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RESTAURANTS

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ALPHAONE, AMRITSAR

The month of March brought two key excitements at AlphaOne, Amritsar. Being the anniversary month of the City Centre and also Spring, the City Centre was decorated with a mix of real flowers and larger than life handmade butterflies. The celebrations ranged from recognizing exceptional performances by retail partners for the Financial Year to cultural performances by the special in-house talents at AlphaOne. The customers were enthralled by the Star-studded Comedy Night by some of the most renowned names in Comedy as well as the Grand Tambola activities for all. The cost involved in organizing such activities ranged upto ₹12 lakhs since the Anniversary was around the same time too. The weekday sales during the campaign period sales of most of the retail brands went up by almost 35 per cent as compared to last month. There was a 15 per cent higher footfall during the campaign period vis-a-vis the average footfall for the month.



KRISHNAGAR SENTRUM, WEST BENGAL

Sentrum Krishnagar conducted Mega Chaitra Sale during the month of March. The main attraction of this activity was free Toto rides to Sentrum, mela outside mall, lucky draw contest, gift vouchers to win. The Event was designed to celebrate the auspicious Bengali New Year. The decoration was done and Bengali music being played was based on the theme.

The main USP was the free conveyance to the venue and which the local people are availing. The customers getting great discounts and shopping offers from the retailers and also the opportunity to win various prizes on their favourite New Years occasion. The mall management spent ₹2 lac approx. to conduct this activity. Retailers including Big Bazar, Planet Fashion, Rishi's Collection, Hoffmen, Capital Electronics, Khadims, Food Heavens participated in this activity. The mall witnessed a footfall increase of 55 per cent during this activity.



AVANI RIVERSIDE MALL, WEST BENGAL

The mall conducted a Car Expo from March 2nd to 6th. The world class cars like Ford, Honda, Hyundai, Audi was being displayed and sold for the customer. The most innovative part of the whole idea was, it was the first time Car Expo was planned to exhibit into an open arena of the Mall's forecourt area. Most astonishingly, it made the customers more involved into this course. As it was a joint venture with the car companies no cost was involved in this process. It was a tremendously successful and a win-win situation for the car manufacturer, Mall and its clients. Retailers like KFC; Big Bazar; TitanEye; People; Addidas; Little Shop, etc participated in this activity. The mall witness footfall increase of 16.30 per cent during this activity.



ISHANYA MALL, PUNE

Recently, Ishanya did a never seen before Furniture Expo called The Unsale. This will soon become bi-annual flagship event as it benefitted all retailers to stand out of the clutter during end of season sale. "We created a pavilion for UnSale where all the retailers were given space to showcase their products offering Flat 50 per cent," informs Mahesh M, CEO, ISHANYA & Hous!ife. However, the UnSale event décor costed approximately 10 lacs. The mall witnessed an increase of more than 25 per cent footfall during The Unsale weekend vis-à-vis other weekends.





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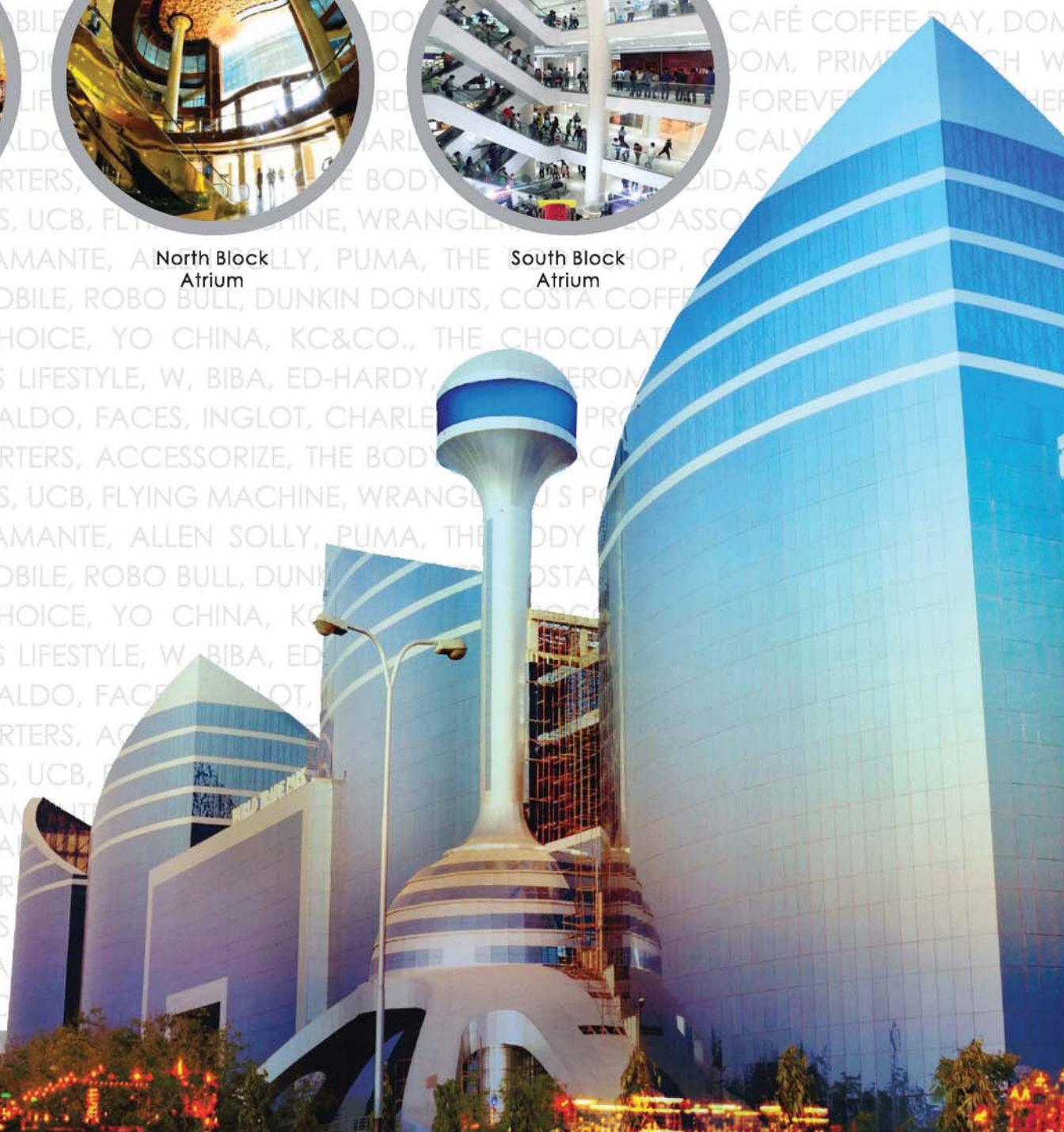


North Block Atrium



South Block Atrium

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STORE ARRIVALS

GOOD EARTH LAUNCHES ITS FIRST STORE IN JAIPUR



SIMRAN LAL AND PRINCESS DIVYA KUMARI

Bringing back echoes of an era bygone from Rajputana Royalty, Good Earth launched its first boutique in the Pink City, over an intimate cocktail soirée at 51 Shades of Pink, Rajmahal Palace. Simran Lal, CEO, Good Earth and Her Royal Highness Princess Diya Kumari of Jaipur played gracious hosts to Maharani Padmini Devi, Vasundhra Raje, Tarang Arora, Akanksha Arora, Raghuvendra Rathore, Kavita Rathore and Sonia Jehan. Good Earth's royal encounter goes back to 2014, when its team restored the Rajmahal Palace's 17 jewel like rooms and 4 royal suites with 41 bespoke wallpapers, one of them being 51 Shades of Pink. Paying tribute to the vibrant hue, which Diana Vreeland famously called "the navy blue of India", the wallpapers here present shades of pink inspired by the Sharbata Courtyard inside The City Palace, Jaipur.

The venue 51 Shades of Pink was adorned with Good Earth's signature Rajnigandha flowers and pink Orient lilies for the evening. The music, curated out of Mrs. Anita Lal's (Founder and Creative Director, Good Earth) playlist, added a soulful accent to the resplendent ambience. The Good Earth store at Rajmahal Palace is yet another milestone in its 20 years of design journey – a store with products that celebrate Indian pride. The boutique has been specially designed to cater to the unique ambience, mood and clientele of the historic property which houses it.

REVLON MARKS ITS PRESENCE IN HYDERABAD

In an effort to enhance its presence in the burgeoning Indian cosmetic industry, world-famous cosmetic brand Revlon, has launched its first standalone kiosk in Hyderabad, located at the Forum Sujana Mall in Kukkatpally, Hyderabad. Revlon is keen to tap the growing retail market and mall culture that has engulfed India in the modern decade. The exclusive Revlon kiosk, spread over 150 sq. ft., will not only provide its customers with a complete range of Revlon and Street Wear products but will also focus on educating its customers on how to use cosmetics to get those glamorous, bold and subtle looks. It will be a company operated store with trained



makeover artists available throughout the day to guide the customers. On the occasion of the launch, Rajiv Kumar Bobal, Director – Sales and Marketing, Modi Revlon – India said, "The Indian cosmetic market is growing and expanding exponentially with the introduction of various global brands in India. Revlon has been in the trade for more than two decades and makes continuous efforts to offer a one-stop-platform for its consumers. Taking a step towards the same, this exclusive store will offer the brand's wide range of products, which at times is not visible in various diversified retail formats".

He further adds, "As a leading cosmetic brand, our aim is to not only make customers aware about the products and their application techniques, but it is also to provide and offer the customers with technologically advanced products, genuine and knowledgeable beauty advisors as well as a guide to the beauty trends in vogue, nationally and internationally". Revlon's focus for 2016 is to tap the ever growing modern trade by launching standalone stores, kiosks and new product range, while making the consumer much more informed on the know-how of using the products seamlessly.

H&M OPENS 37,000 SQ FT STORE IN NCR

Swedish fashion retail giant H&M opened its 4,000th outlet at DLF Mall of India (DLF MOI) on April 23, 2016 in Noida. The store covers an area of 37,000 sq ft. Spread over four-levels of prime retail space, this store – the largest yet for the company in India – is a full-concept flagship, carrying a complete range of fashion and accessories for women, men, teenagers and children. There are also collections that will be exclusively available at DLF MOI. The flagship will also feature sections for lingerie, H&M Sport, H&M Mama (for expecting mothers) and a plus size collection called H&M+.

Exclusively talking to India Retailing at the opening of the outlet, Country Manager H&M, Janne Einola said, "This is truly a landmark moment for H&M, to have the 4,000th store launch in India, the biggest flagship that the country has seen yet, at a fantastic location. We are determined to bring a unique fashion experience with

every store opening and are confident that our customers will enjoy shopping at H&M in DLF Mall of India."

"The collection of the store is at par with global collections, speaking aloud the ethos of the brand – being fashionable and delivering quality products in a sustainable way," Janne told India Retailing. He also indicated to India Retailing that brand which is famous for its winter jackets in India will be foraying in Tier II and Tier III cities in the future. Global e-store of H&M will be launching in seven new markets this year as the brand sees e-commerce as a natural part which goes along with the brick-and-mortar store. The opening of an online store in India is in pipeline. Speaking to India Retailing he added, "This week, H&M will be opening its first outlet in The North Country Mall, Mohali. It is also looking to open two stores in Mumbai at High Street Phoenix and Phoenix Marketcity." H&M Opens First Store in Bengaluru With success greeting it in India, it is no wonder that the Swedish retailer is on an expansion spree, and fast.



PUSHPA BECTOR, PARINEETI CHOPRA AND JANNE EINOLA

H&M opened its first store at VR Bengaluru on Friday, 25 March 2016, at 11 AM. Spread over two floors and encompassing a space of more than 30,000 sq.ft., the new location offers a wide variety of the latest fashion trends and timeless basics at affordable prices. The store also offers a wide assortment of merchandise catering to women, men, teenagers and children, including athletic wear and lingerie. Known for fashion and quality at the best price in a sustainable way, H&M is the world's No. 2 fashion retailer after Spain's Inditex, which is famed for its Zara brand.



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STORE ARRIVALS

MAX LAUNCHES ITS FIFTH STORE IN KOLKATA WITH NGO KIDS

India's leading value fashion brand, MAX redefines the fashion scene in Kolkata by launching its fifth store in Kolkata, Kings Court, Bansdrone. New season's summer collection was unveiled by popular Tollywood Actors, Bonny Sengupta and Koushani Mukherjee. Children from 'The Hope Kolkata Foundation' were also a part of the inaugural ceremony.

Speaking at the launch, Rajib Mukherjee, General Manager at Max Fashion, Kolkata region said, "We are the pioneers of value fashion retail in the country and promise to offer the latest in international fashion at affordable price to our patrons in Kolkata. We are very pleased to have our fifth store in the city today."

Commenting at the launch, Bonny Sengupta and Koushani Mukherjee said, "We are very happy to associate with Max fashion and glad to be at the Max store today. We just love the new range! Bright colours are the essence of an Indian summer and add a fashionable twist to our style while being so comfortable for the season. Designs like chikankari stand out in white and yellow and Max has a lot of fresh designs of it!"

Women's Wear: This summer, what's old is new. Just in time for warmer weather, retro boho trends are getting revamped and brought into the modern day through free flow silhouettes with attention to detail.

Men's Wear: With the temperature at its peak, shorts have become one's wardrobe essential. So glam up and beat the heat with a pair of cute floral printed shorts or cute pompom shorts from the max summer collection. So pack your bags and explore the far away islands this summer. This season Max brings an array of neat and chic office style with small collar shirts for the workaholics. To revolutionize the boring formal look, Max's summer collection has cool colours amid sleek cuts for formal outfits to be work smart and stand apart from the crowd.



PVR LAUNCHES THE MAGNUM OPUS OF THE MULTIPLEX INDUSTRY PVR 'SUPERPLEX'

PVR, a name synonymous with credibility, innovation and most refined cinema-viewing experiences, is proud to launch the largest and most premium concept to India- the Superplex, at Logix City Center, Noida. Soon after reaching the 500 screens threshold, PVR is all set to offer a host of international formats including IMAX, 4 DX, Atmos, Gold Class and Playhouse- all under one roof for the very first time in India. Superplex is the most sophisticated and well-planned one-stop destination that will provide a holistic, spectacular family entertainment package. This also marks the launch of the first IMAX in North India.

Speaking at the launch, Ajay Bijli, Chairman and Managing Director, PVR Ltd, said, "It is a proud moment for all of us present today at the launch of Superplex. This is the 2.0 version of cinema exhibition industry. With 5 superb formats all at one." The Superplex would cater to an audience of 1,544 across its 15 screens that include three Gold Class, one IMAX screen, one 4 DX screen, nine mainstreams (two screens with Dolby Atmos) and one dedicated screen with special seating arrangements for kids- Playhouse.

Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, added "Superplex is the perfect solution to 'will I get a ticket' syndrome. 15 screens will give

our patrons maximum movies, more show options and longer running duration; which means a chance to catch up on movies which were released earlier. All of this is at a great location- Logix City Center- which is a retail paradise of international brands and luxury, all of which that perfectly complements our brand."

On the launch, Shakti Nath, Chairman and Managing Director, Logix Group, said, "Logix Group is proud to announce the launch of Logix City Center along with the unveiling of PVR Superplex. Spread over 6 acres, City Center has been designed to become India's premier shopping and entertainment hub and a destination in itself, housing the best of national & international retail brands, F&B outlets and movie experience making Noida the newest entertainment capital of the country."

Constructed by Logix Group with a whopping cost of ₹1000 crore, City Center is a mixed use development spread in an area of 25,000 sq.meters with an exclusive shopping & entertainment area, 5 star deluxe hotel by Westin, offices and serviced apartments. Situated in the heart of Noida at Sector 32, it is one of the most prominently located commercial developments in the NCR owing to its easy accessibility via road & metro.

HÄFELE LAUNCHES 600 SQ FT SANITARYWARE STORE IN DELHI

Häfele, the world leader in architectural hardware, furniture and kitchen fittings launched its specialty sanitary store in Delhi. Häfele has now pioneered the way fittings are sold in India for over 14 years.

Being a German company its foremost concern has always been to offer customer premium quality products at competitive prices paired with solution based services. Häfele is taking this concept to the next level with the introduction of the Häfele Iconic brand which showcases the 'best of the best' from each product category.

Located in Lajpat Nagar-II in Delhi, the store is spread across approximately 600 square feet and its architecture and style has inspired architects and interior contractors from across the world.

Speaking about the new Häfele Iconic Sanitary Showroom, Managing Director Häfele India Pvt. Ltd, Jürgen Wolf said, "From the very beginning Häfele had set out on the ambitious goal to provide our customers with complete interior fitting solutions starting with their front doors to their kitchens, premium appliances, sliding solutions for doors and wardrobes, innovative LED based lighting solutions, and many useful fittings

for the living and bedroom. The only remaining category where we did not have a satisfactory offering was for bathroom fittings. With the Häfele Iconic Sanitary range we now offer our customers an exciting range of quality designer sanitary fittings. This also completes our product ranges and we are now truly a complete 'One Stop Shop' for all interior fittings solutions."



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STORE ARRIVALS

FOOTSEE IS LAUNCHING ITS THIRD STORE IN AVANI REVERSIDE MALL



While talking about Footsee, the founder Deepak Narang is usually heard saying, "Some people have hobbies, we have shoes." Great people, deep values and a soulful

love for shoes is what sets Footsee apart as a shoe brand.

The existing Footsee stores, one in Metro Plaza, the other in City Center-1 has been religiously catering

to the fashion aficionados in the city. This third and new upcoming store has a slightly niche touch to it. Keeping up with the unique style quotient that makes Footsee as a shoe brand stand out in the crowd, this new store is overtly dedicated to the bride and the groom. The store is spread out over an area of 1100 sq. ft. You could easily spot foreplay of the dazzling yellow and the benignant brown in the color scheme of the store to keep up with the collection hoarded therein.

The collection, glittering around in alluring shapes, sizes and forms, mainly comprises of footwear and accessories for the auspicious

occasion of marriage. The footwear collection includes kitten heels, wedge heels, sandals, wedge heels, sling back heels, platform heels, high heel sandals, peep toe heels and cork heels. The accessories includes bags, clutches, padded bags and more.

The price range of this highly exclusive collection ranges from ₹1,000 to ₹4,000.

The designs are high-end and the colour schemes are elegantly done to suit your exclusive taste. So, if you are snobbish about your shoes, we hope to see you at Footsee. We love to create high-end quality products just as much as you love to wear it.

KOMPANERO OPENS ITS FOURTH STORE IN INDIA

After impressing the fashion aficionados in Bangalore, Pune and Kochi, Kompanero- the luxury leather brand known for producing vintage and timeless leather bags, now opens its fourth store in India and its first in Kolkata at City Centre I, Salt Lake. Renowned fashion designer Abhishek Dutta and model Sonika Chauhan inaugurated the store.

The name KOMPANERO is inspired from the Spanish word that means "Companion" and has been strategically evolved around the platform of companionship, which personal baggage is all about. "We are happy to bring our brand to the city of joy. As a veteran player in the leather products business in India, we felt that there was a definite gap in the domestic retail market for differentiated leather products. , we have stores opening in other metro cities as well." said Alope Sengupta, Managing Director & Creative Head at ASG Leather.

Indranath Sengupta, Director-Retail, ASG Leather, added, "We are looking forward to a game-changing and trend-setting product range from KOMPANERO. After serving the best of marquee brands globally for over two decades we felt the time was right to launch our own product platform that has our own brand inscription – a range of exclusive bags based on the concept of timeless design. The price range starts from ₹1000 onwards for wallets and purses and ₹ 3,500 for bags and cannot be matched by any other top-of-the-line player in the market.



SSIPL GROUP LAUNCHES "SPORTS STATION" A CHAIN OF MULTI-BRAND SPORTS STORES

SSIPL, a well-known name in the footwear manufacturing and retailing industry, launches "Sports Station", a chain of multi-brand sports stores.

Sports Station endeavors to bring a plethora of international Sports Brands, offering an assortment of options in sports shoes, accessories and equipment, under one roof. Its portfolio includes renowned sportswear brands like Nike, Asics, Adidas, Reebok, Puma, Sketchers, Converse, Crocs, Solomon and Lotto, along with its in-house brand Mmojah. Sports Station also showcases specialty brands like Speedo and Wildcraft at its stores. As affirmed by Pooja K. Sood, (Business Head, Sports Station),

"Sports Station is positioned as a Sports Specialty Brand Hub which aims towards providing an elevated service and retail experience to our customers. The signature Lime Punch colour renders a unique sporty and athletic feel at the stores in line with its positioning." "We are currently operating 45 stores across India, with presence in most of the major cities including Delhi-NCR, Chandigarh, Jalandhar, Amritsar, Meerut, Lucknow, Jammu, Jaipur, Gwalior, Indore, Pune, and Chennai. This is just the beginning. We intend to steadily increase our retail footprint across India and become synonymous to sports and fitness in the Indian mindset."



Amanora
Town Centre
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STORE ARRIVALS

TRUEFITT & HILL LAUNCHES IN NEW DELHI

The Delhi gentleman can now be sure of the experts in town, who bring in sophistication and finest grooming through their world class services and unmatched product quality. are looking into grooming as a necessity now.

Brought to India by the Lloyds Luxuries Ltd., which has acquired the Master Franchise License for not just India but also Nepal, Bangladesh, Sri Lanka, Bhutan, Myanmar and Vietnam, the venture looks promising. Started by Krishna Gupta & Istayak Ansari in 2013, Lloyds Luxuries Ltd aims at creating an atmosphere of total relaxation and ultimate comfort for their male guests. Through this, they wish to encourage grooming for men greatness.

Speaking on the occasion, Krishna Gupta, Managing Director



ADITYA BAL WITH RAMOLA BACHCHAN

of Lloyds Luxuries Ltd. excitedly says, "We already have 5 successfully running outlets in Mumbai. We are in an expansion mode and are looking at opening another outlet in the heart of Mumbai. Through our first outlet in Delhi, we wish to provide the most unique and unrivalled satisfaction to our Delhi gentlemen. Our aim is that the customer should ultimately feel revitalized and renewed when it's time to leave. We don't just offer a service, we offer an experience. Grooming yourself is a daily necessity, we provide you with the most luxurious atmosphere and highly skilled barbers and staff to turn that into a luxurious experience"

Adding to this, Istayak Ansari, Director & Co-founder of Lloyds Luxuries Ltd. states, "Truefitt and Hill is the first high end international barber shop in India. Our vision is to take Truefitt & Hill across 75+ cities in India with 200+ outlets by 2024. The barbershop size will be 1000 to 1500 sq. ft. with an investment ranging from ₹100 lacs to ₹150 lacs. We have opened 5 barber shops in Mumbai in the current financial year across premium residential pockets followed by outlets in Delhi, Bangalore, Pune, Chennai, Kolkata, Hyderabad and all major tier 1 and tier 2 cities in India. We will also set up an academy to train Indian barbers in the fine art of male grooming in the near future."

The outlet at Meherchand market is spread over 2 floors, with 2 Royal suites and 5 Barber chairs, located at one of the prominent market places in the city. Offering a quintessential feel with its classy interiors in mahogany wood adding chic blue wallpaper creating a contrast, makes for a complete relaxing environment. The brand's next big outlet is going to open up at, Ameya One mall, Gurgaon by mid-March. So keep watching this space for more!

ONE FRIDAY MAKES A STELLAR ENTRY IN DLF MALL OF INDIA NOIDA WITH ITS LATEST STORE

One Friday, a high fashion and affordable kids wear retailer, unveils its latest store in one of the biggest mall in NCR, DLF Mall of India. Headquartered in Noida with design office in Europe, One Friday focuses to develop a strong hold in Northern India and gradually enter new cities to expand its reach pan India. The brand plans to capitalise the huge potential that the kids wear segment has in Indian market. Elaborating on the launch, Neel Sawhney, Founder and CEO at One Friday, said, "Children today are

extremely fashion conscious. With our latest collection we hope to pave way for the fashion conscious tweens."

The store is designed on Nordic elements and will lead you inside with a mystical and fantasy feeling. It's a whimsical world you discover as you roam around the store discovering the nooks and corners which bring alive the narrative of the world of One Friday. In 2016, the founders envision to have opened 6 to 8 stores nationwide with the first four within Delhi & NCR. Forthcoming expansions will target markets of Noida and more in Delhi.

HYPERCITY LAUNCHES 1ST STORE IN PANVEL

HyperCITY Retail (India) Ltd., one of the largest hypermarket chains in the country today announced the launch of its first store in Panvel. The opening of the Panvel store takes the overall footprint of the retail chain to 18 stores across India. Spread over 31,000 sq. ft., the new store is the largest hypermarket in Panvel providing its consumers a world class shopping experience. Speaking on the occasion, Ramesh Menon, Chief Executive Officer, HyperCITY Retail (India) Ltd., said, "With the launch of the largest hypermarket in Panvel, we are confident of this store powering our growth story."

Hemant Taware, Chief Operating Officer, HyperCITY Retail (India) Ltd.



(L-R) HEMANT TAWARE, PUSHKAR SHROTRI & RAMESH MENON AT THE INNAUGURATION OF HYPERCITY PANVEL STORE

added, "Our focus will always be on providing easy access to our customers and with our stores in towns like Panvel we hope to reach closer to our customer's doorstep and provide them with a holistic shopping experience at competitive prices."

ABHISHEK GUPTA LAUNCHES HIS FLAGSHIP STORE IN NEW DELHI



FATIMA KARAN, ABHISHEK AGARWAL

Known for his exquisite ensembles, leading fashion designer Abhishek Gupta launched his flagship store in the capital on 27th April 2016. The launch was celebrated over an evening of style and sophistication with guests enjoying cocktails and canapés. The flagship store comprises of Abhishek's latest ensembles - elegant, classic and effortless for both men and women.

Abhishek has curated a unique Listening Room within the flagship store and engaged his guests with a first-hand experience of his one-of-a kind room. Inserted as a 'floating' cube in the store, the Listening Room allows for a classical layout that flows around it. away and enjoying the vibe of the store.

Mixed Use | Vegas | Delhi




**ASIA PACIFIC
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 ARCHITECTURE
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Retail | UB City | Bangalore



REGIONAL SCAN



- 1 METROPOLITAN
- 2 DLF PLACE
- 3 PACIFIC MALL
- 4 DLF PROMENADE

RETAIL IN DELHI-NCR IN A CLASS OF ITS OWN

With nearly 100 malls in operation across the region, Delhi-NCR is the default 'mall capital' of the country. No other Indian city comes anywhere close to its undisputed position. For more than a decade now, Delhi-National Capital Region (NCR) has continued to dominate entire India's retail real estate stock and supply. For many years, it has also dominated demand.

BY ANUJ PURI

About the author:
Anuj Puri, Chairman & Country Head, JLL India

In 2015-16, Delhi-NCR influenced about 60 per cent of the pan-India supply and demand for retail real estate – and this scenario is unlikely to change much for some time to come. Delhi-NCR has quite a few other distinctions to its retail scene vis-à-vis other Indian cities. It serves as a 'Gateway to India' for many brands – both of national and international origins. Foreign brands such as Burger King, Johnny Rockets, Wendy's, H&M, Gap, Calvin Klein, US Polo, Nautica – to name a few – launched their India operations from Delhi-NCR.

Interestingly, Delhi-NCR also has the highest saturation of malls in a leading micro-market – Gurgaon has as many as 28 malls with a total footage of more than 7mn sq ft for a population of 15.14 lakh (as per Census 2011).

MALL RENTALS

In the most successful malls, the average rentals in Delhi-NCR have grown by between 4-5 per cent over the past three years. In the less successful malls, this growth has been less spectacular at between 0-1 per cent. Some of the most successful shopping malls in NCR are Select City Walk in Saket, Ambience Mall on NH 8 Vasant Kunj, the DLF malls in Saket and Vasant Kunj, Pacific Mall in West Delhi and MGF Metropolitan Mall on MG Road, Gurgaon.

TENANT PROFILE DYNAMICS

Another trend emerging currently is the change in tenant profile across malls in Delhi-NCR, especially in the successful malls. For example, food and beverage (F&B) brands and entertainment players are starting to influence the tenant profile in most of these malls. Mall operators are realising that having F&B and entertainment options gives them an edge over malls that do not have them. These tenants also help malls to attract more footfalls to other stores.

For leading malls, it is all about providing customers as much variety of experiences as possible – all under one roof. So that when shoppers come to buy apparel and accessories, they can also dine in the same mall and watch a movie too. A JLL study done in 2H2015 showed that while the total area leased by apparel and accessories' brands still stood at more than 6.67 lakh sq ft in a few leading malls of Delhi-NCR, the entertainment and F&B players had together leased more than 2.48 lakh sq ft in the same malls.

CALL TO ACTION

If Delhi-NCR is to be able to tap its fullest retail potential, there is a pressing need to identify poor and average malls and improve their potential by correcting design and planning mistakes done at the time of their construction. As there has been an increase in the gap between superior grade and poor grade malls over the years, this is a big opportunity to further enhance the retail profile of this region. ●●

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INTERNATIONAL INVESTORS PICKING UP STAKE IN INDIAN MALLS

The debate on the viability of a mall in this age of e-commerce boom has no doubt having its fair share of attention but the fact that we have international investors showing keen interest in picking up stake in existing malls in India is proof enough of the potential retail real estate has in the country. The most recent being GIC buying a stake in Viviana Mall in Mumbai for a whopping ₹1,000 crore.

BY ZAINAB S KAZI

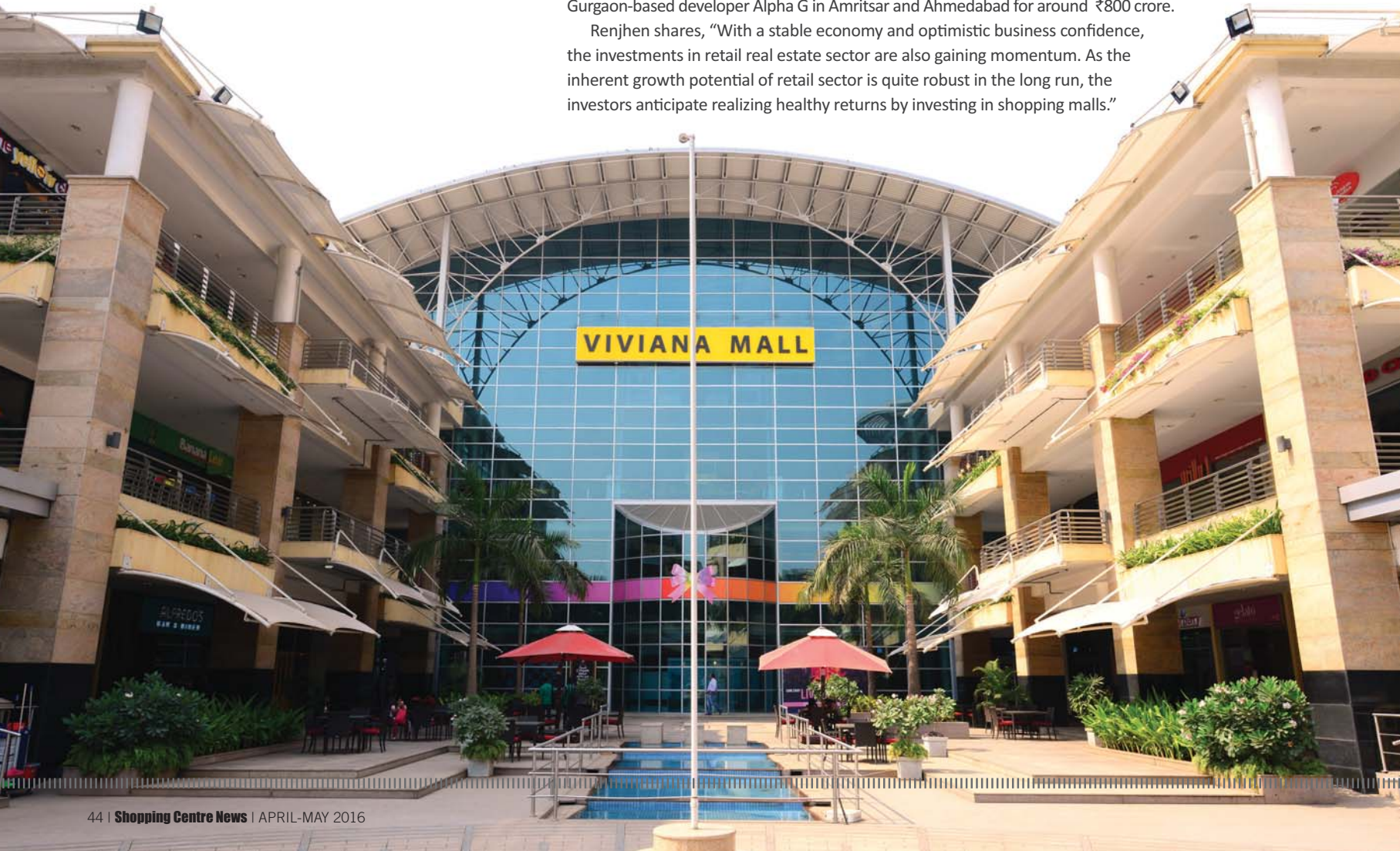
Aptly setting the context, Pankaj Renjhen, Managing Director – retail services, JLL India shares, “The institutional investors are investing in shopping malls so as to gain subsequently in the phase of future higher growth in the business cycle and upside market conditions. As the consumption levels and retail sales are increasing over time, investors are also bullish about the industry. Liberalisation of FDI policy leading to entry of International retailers and consequently increasing demand of quality spaces is further stimulating investments in this sector.” Adding to this, he further shares, “Besides it is seen that the global funds are more interested in investing in operational malls as of now as the gestation period of mall construction is long and the market shows variations when the mall is ready.”

Coming back to the news on Viviana Mall, as reported Business Standard – a leading business daily, this is one of the biggest retail property deals in recent years. The reports states: Singapore government-owned \$100-billion sovereign fund GIC bought 50 per cent stake in Viviana Mall in Thane, on the outskirts of Mumbai, for over ₹ 1,000 crore, said an executive aware of the development. The deal values the mall at around ₹2,000 crore.

International investors picking up stakes in malls in India isn't something new though.

Late last year, Blackstone, the US-based private-equity firm, acquired two retail assets of Gurgaon-based developer Alpha G in Amritsar and Ahmedabad for around ₹800 crore.

Renjhen shares, “With a stable economy and optimistic business confidence, the investments in retail real estate sector are also gaining momentum. As the inherent growth potential of retail sector is quite robust in the long run, the investors anticipate realizing healthy returns by investing in shopping malls.”





GIC IS ONE OF THE TOP 10 REAL ESTATE INVESTORS IN THE WORLD. IT HAS \$100 BILLION IN ASSETS IN OVER 40 COUNTRIES. IN 2015, GIC BOUGHT 40 PER CENT INTEREST IN FIVE US MALLS.

Singapore based GIC also happens to hold 50 per cent stake in Runwal Group’s R City mall at Ghatkopar.

According to Renjhen, the most common factors taken into consideration by international investors before picking stake in malls are -

- ▶ Location of the project
- ▶ Rental Income prospects
- ▶ Developer rating and background
- ▶ Lease Revenue Model
- ▶ Overall tenant mix
- ▶ Competition in the long run
- ▶ Lease churning opportunity
- ▶ Malls that have the potential for up gradation through releasing or other practical approach
- ▶ Associated risks and market conditions

On the do’s and don’ts, Renjhen shares, “ It depends upon the developer’s objectives and also mall performance to dilute their stake in shopping malls. In some cases, mall developers can dilute their stake to some level and leverage upon their own and investor’s mutual strengths to reap the benefits from their assets.”

PROS INCLUDE

Monetisation of the non-core assets thus generating the cash flows for the developers

Imparts a competitive edge to the developers as they acquire the best practices and structured approach of leasing by the investors in case of diluted stake.

Better negotiations in new leases

USD 75-80 MILLION PE INVESTMENT EXPECTED IN RETAIL REAL ESTATE IN 2016

According to Anuj Puri, Chairman & Country Head, JLL India, the retail sector can look forward to a more cheerful 2016, given some good initiatives taken by the government. In 2015, single-brand retail saw relaxation in sourcing norms, which is expected to rack up FDI inflows in the times to come. Moreover, in the Budget 2016-17, 100 per cent overseas capital was allowed in processed food retailing through the Foreign Investment Promotion Board (FIPB) route.

Already, the FDI inflow in retail trading increased between October 2014 and September 2015 to USD 70.75 million. This – coupled with economic stability, liberalisation of the FDI policy and improvement in the consumer sentiment – is expected to help global brands witness a very conducive environment for investment into Indian retail as well as retail real estate sectors. Add to this the steady rise in shoppers’ desire to consume foreign brands due to increased brand awareness, and the scenario looks even more inviting.

As more and more global brands realize this, they are expected to enter India in 2016. This will make development of world-class malls, having superlative designs and ambience, the need of the hour. Retail real estate has been constantly evolving in response to changing consumer, brands and retailers’ preferences but the evolution is bound to become faster in the days ahead. This will lead to emergence of stronger retail real estate players, who may manage to get private equity (PE) investment in the coming years.

PE investment has been largely confined to a few retail players in India. In 2015, PE investment into retail properties alone was USD 39mn, and in 2016, it is expected to be in the range of USD 75-80mn.

Sum of investment (INR cr)	Sum of investment (USD million)
248	39

Source: JLL Capital Markets Research

Some of the brands that applied for FDI in 2015

Damiani	Cartier	Mont Blanc
WACOAL	Forever Living Imports	

Some of the foreign brands that entered India in 2015

Carl’s Jr	H&M	Aeropostale
BCBG Max Azria	Gap	G Star Raw
Asics	Wendy’s	Barcelos
Jamie’s Italian	Juicy Couture	

What else will happen in 2016?

In 2016, PE may also go into select mall investments, especially in under-represented markets or for buyout of mature assets. JLL was the first to say that single-brand retail companies will find more reason to explore the Indian market thanks to relaxation of sourcing norms and that technology-led retail will start entering in single brand retail store category in 2016. These companies will also be able to undertake e-commerce business independently.

Moreover, as quality mall space is coming up with strong pre-commitments, it indicates that retailers continue to remain bullish about the long-term India consumption story. Retailers are already starting to experiment with the formats, sizes for the same brands – adapting to markets – as they start moving up the value chain.

At the same time, the lack of quality retail space will continue to cast its shadow in 2016. Retailers will have to redo their real estate strategy and adopt a flexible approach customised to different micro-markets. Investment by both home-grown and international brands will strengthen in tier-II and tier-III markets as they expand beyond tier-I cities. Investment by large players will also be seen in 2016. ●●●



EVOLUTION OF SHOPPING MALLS IN INDIA

BY RUPAL SHAH AGARWAL

It's been more than a decade since organised retail sprouted in India. In the early phase of development it was just restricted to plaza culture. Post 2003, mall culture started multiplying in the metro cities, and India started becoming the hub of organised retail. Indian modern retail industry has gone through a plethora of changes to attain the stature that it has now. This article gives a sneak peek on how to establish successful retail and real estate synergies.

About the author:

Rupal Shah Agarwal, SOP Consultant, YOUR RETAIL COACH, www.yourretailcoach.in

The organized retail trend started in India in 1999 with the launch of "Ansal's Plaza" in Delhi, which was followed by "Crossroads" in Mumbai and "Spencer Plaza" in Chennai. Until the end of 2002, only three shopping malls existed in India. Post 2003, mall culture started multiplying in the metro cities. Metro cities like Mumbai, Bangalore, Kolkata, Chennai readily accepted the mall culture and the trend began.

The next half a decade went well for the Retail-Real Estate synergy. The year 2007-08 saw huge growth rate in mall space coming up all over the country. India was hit by recession in the dusk of 2008 which in-turn hit the retail sector as well. Mall culture witnessed a slow down and mall mania became mall trauma. The tide had truly turned low for developers and retailers, who had blindly jumped into the mall business without understanding the demographics and demand. From Gurgaon to Ahmedabad, consumers were walking out of malls.

The Indian retail real estate market is only a decade & a half old and during the course it has already seen the worst phase. The down trend did teach a lot to the developers as well as the retailers. The conceptualization of a shopping mall was not like building a residential or commercial tower hence professional assistance became essential. Some other attributes which had contributed in this catastrophic story were multiple floors, high vacancy rates, unviable location and poor commercialization. The tide again started flowing towards the mall culture form 2011 onwards.

Retail - Real Estate synergy started seeing its uptrend in Metro cities from 2012 onwards. Consumers outlook towards the mall had changed from just an entertainment centre to actual shopping centre over the period of a decade. With the advent of e-commerce in 2014, the malls again started anticipating threat and strategies to attract consumers were getting more & more creative.



industry across the world. Mall management broadly includes mall positioning, zoning, tenant mix, promotions/marketing and facility/finance management.

Another important factor to be considered is the Mall Layout & Customer Walk Flow Management. To be ahead in the race of attracting people and creating uniqueness, mall must focus on creating a layout which gives maximum visibility to the tenants, providing them with ample display space, tactfully & technically using the dead spaces, creating focal points to attract the customers.

As malls are turning to community centres, it becomes difficult for mall managers to control the vast number of visitors to malls. As mall entry doors cannot be closed for visitors/shoppers simply for the reason of having enough crowds. Thus mall developers must consider this aspect while planning for a mall. Traffic management includes managing foot traffic into the mall and parking facilities.

Foot traffic management involves crowd management inside the operational area of a mall. The flow of people is related to the design of the mall and the spatial distribution of its tenants. For example, a star-shaped mall tends to have a problem of crowding in the centre of the mall, as everyone has to pass through the centre while moving from one side to the other.

For instance, circular malls, as compared to usual malls, usually do not face the problem of traffic congestion because these designs tend to have better pedestrian flow and less jamming. Managing parking facilities includes provision of ample parking and management of vehicles in the parking lot.

Branding & Advertising is one of the latest trends in retail mall retail estate that vacant spaces are being used for advertising displays to promote mall, its retailers and retailers' products. This can often be hi-tech, involving the use of digital displays, and draw the shopper's attention to specific merchandise or promotions in a nearby store. These new promotional efforts, like corporate responsibility, add to a retailer's cache and represent a genuine marketing advantage. ●●

At this time when shopping malls are struggling to escape the vice like grip of the economic slowdown and survive the onslaught of e-commerce firms, Select CityWalk - Delhi, High Street Phoenix - Mumbai, and Express Avenue - Chennai are bucking the trend. Select CityWalk is clocking sales of ₹2,750 per square foot per month, High Street Phoenix does about ₹2,200 and Express Avenue, about ₹1,400. A mall is considered to be performing good if its average sales is between ₹900 –1500 per square feet per month.

One of the factors that contribute to the success of the mall is "Mall Management". Malls must go that extra mile to cater to every need of their customers. Thus the need for managing malls effectively and efficiently through SOPs (Standard Operating Procedures), is becoming the urgent need of the society and business as a whole. The mall managers must strive for effective operations and maintenance of the entire building, infrastructure; including the services and utilities and ensure that they are used in a way that is consistent with the purpose for which they were built.

Further, mall management also helps in finding the right kind of tenants, while leasing out space to tenants. Mall management has been identified as a critical factor for the success of malls and the retail

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MALLS From SHOPPING To EXPERIENCE CENTRES

Mall Management & running a mall is becoming extremely competitive & challenging. In today's era Malls are competing against each other & E-commerce. Developers have learned from the mistakes & taking their time to research. But is having the right location & major anchors is enough to run a mall successfully for next 10 years or more? Dynamic consumer trend, increase in spend propensity & proliferation of technology is constantly changing the relevance to consumer.

BY ANAND SUNDARAM

Engaging the customer & keeping the centre alive takes lot of efforts, processes, management & above all deep understanding of consumers. The relevance & connect to consumer is paramount. Products & services which are relevant to customer are thriving & which are non-relevant to customer are obsolete. But that is a statement used by everyone today without any basic framework or process set to do so.

Over the past few years, we at Pioneer Property Zone have adopted a focused approach to customer experience along the key Customer Engagement Levers (CEL). The result of this rollout has been very encouraging where the Customer Satisfaction Index (CSI) at any centre today is consistently over 80 per cent.

About the author:
Anand Sundaram is CEO of
Pioneer Property Zone

These 3 Customer Engagement Levers are outlined below:

F&B & ENTERTAINMENT

In urban India malls are seen as preferred choice for Out of Home time (OHT). As per the internal survey 65 per cent of people enter with an objective of spending quality family time. Whilst E-commerce is taking the wallet share from Brick & Mortar, OHT is something they cannot compete against. F&B & Entertainment are key ingredients of OHT. Going high on F&B & Entertainment can be a huge differentiator.

In most of the malls across the country the share of F&B is around 8-10 per cent of carpet area. This gives very low real estate to offer variety to 65 per cent to 80 per cent of the footfall. We have learned from places like DLF CyberHub, Gurgaon & Epicure, Delhi Speciality Retail offering exclusively F&B & Entertainment. There is a huge gap in customer expectation & offering they are getting. Sparsity of quality local brands that has led to most food courts offering roughly the same brands with a little change.

It is the need for the newer malls & existing malls to revamp the approach to food court offering, size

and design. An eye catching feature in the design is an effective way of evoking curiosity in the customers to visit and revisit the food court. Adding kiosks & getting variety in different zones & areas of the mall can be ease of access much appreciated by the customer.



As seen in the past Entertainment Zones or Family Entertainment Zone (FEC) were a multiplex & concession games comprising of 15-20 per cent of the carpet area. In this major floor space is given to multiplex leaving with very limited space for gaming and other entertainment activities.

Today 50 per cent of the Indian population is under 25 years and 65 per cent is under 35 years. Majority of the youth believe in nuclear family and have high disposable income. This has given birth to HENRY (High Earners Not Rich Yet) & they are the prime focus for future. New experiences will attract youth. Malls have to incorporate spaces for adventure games, Go karting, indoor sports, Remote Controlled Toy racing & 360 virtual gaming. Virginia Mall in Bangalore is all set to become entertainment destination for Bangalore offering state of the art entertainment and gaming options. Experiential tenancies as F&B and Entertainment need to be higher at centres if we need to deliver a superior or enhanced experience.

PROCESSES & INTERNAL MARKETING

Malls claim to thrive on footfalls month after month. A learning from the manufacturing is that to excel at anything that is repetitive, we need to have robust processes.

Also these services has to be relevant with the catchment area. Malls have seen high footfalls during weekends against weekdays. To capitalise on weekdays Malls should be in synergy with the neighbourhood. Malls & Retailers are including flavour of local taste in harmony with international standards to have customer connect & appeal. Logically, therefore, malls need tremendous process orientation towards delivery of enhanced experience to the very large footfalls that they experience.

Malls managed by PPZ are running service initiative "C1" which is "Customer First" initiative – a comprehensive package of such services carefully designed and customised to the malls. Catering to all consumer needs as valet parking, free Wi-Fi, mother care, Loyalty programmes, transportation arrangement, shopping consultants, navigation assistance, concierge services etc. We would have to provide anything & everything which will improve customer experience & ease the pain areas and enhance delight.

The C1 programme spells out clearly what needs to be done by who across dimensions as contact point, people empowerment, feed-back & continuous monitoring.



CLOUT OF TECHNOLOGY

India has population of 1.2 billion of which 590 million uses mobile phone. India will cross mark of 200 million smart phone users by end of 2016 topping US to be the second largest market for smart phones. These numbers are eye openers and present a compelling argument to leverage technology in business. Retailers & Mall developers are adapting new technologies & social platforms to create awareness, unique & customised experience & ease of shop. Use of technology will not be limited only to end consumer as social Media & driving consumption but also it will be significantly used for mall operations.

Average number of employees across the mall are 200-250 of which 80 per cent are equipped with modern phones. These people are the first touch points for the

customer. Using technology to enable this army to serve customer will bring great heights of customer service & resolve customer query at any place in the mall.

The logical step therefore, was to use this tool for such empowerment. Customer Surveys are happening on the iPad & smartphones. This takes lesser time of customer for feedback & easy to capture details. Customer profiling is now important more than ever. These details are being segregated & analysed to generate consumer trend for each centre. Issue capturing becomes very easy with use of software like Aconex. Any issue being captured is immediately notified facilitating faster information flow & closing it. This gives uninterrupted customer experience at an asset that is better maintained.

At the end of the day Malls have to take care of internal Clients (Retailers) & External Clients (End Consumer). Use of Technology in serving the best to both this clients will be Pivotal.

In summary, it is easy to walk the talk of creating superior customer experience for memorable family time at malls. The management teams need to judiciously design & implement a full strategy along three key levers of experience led tenancies (F&B & Entertainment), holistic process roll-out & empowering those who work for the mall by use of technology. In fact, considering the nascency of the industry in the country & adoption of affordable technology, we in India are uniquely poised to leap frog over similar processes across the world & establish new benchmarks. Made in India. ●●



■ Mall Market Research & Financial Feasibility ■ Mall Conceptualization & Positioning ■ Mall Zoning & Branding

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Mohit Goel
CEO
Omaxe Group
Client since 2012

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The Indian retail real estate industry has gone through a plethora of changes since its inception. There has been drastic shift not only in retail spaces but consumer behaviour since we saw the beginning of organised retail culture sprouting in late nineties. And, with the influx of international brands along with dominance of e-commerce, and changing needs of consumers Indian malls have come a long way.

INDIAN RETAIL CRAFTING UNIQUE CONSUMER EXPERIENCES

BY ANUJ PURI

About the author:
Anuj Puri, Chairman & Country head, JLL India

The retail real estate industry in India is gradually maturing and going towards the next wave of evolution. With the rapidly changing aspirations of Indian consumers, influx of international brands - and, importantly, increased competition from e-commerce, there is now a pressing need for physical retailers to evolve. Within this process, shopping outlets will have to provide a more specialized shopping experience.

THE INDIAN MALL ARRIVES

Let's start from the beginning. The first Indian malls started springing up in the 1990s, and from then on began more or less taking over the retail landscape. These shopping malls were suburban, lacked adequate parking facilities, and had a standard line-up of mass arcade chain stores and food courts featuring all the usual suspects. Until then, department stores and high streets were the main shopping attraction and provided consumers with restricted options.

With the liberalisation and privatisation of the economy, big international brands made their way to India and the paradigm shift that followed naturally led to the emergence of shopping malls. The mall culture in India had its heyday through the 2000s and became the symbol of Indian consumerism.

Interestingly, the average global lifespan of a retail mall design is about seven years, and at the rate e-commerce is growing, this lifespan appears to be shrinking. In other words, shopping malls built before 2004 will in all likelihood not provide



HIGH STREETS CAN AND DO ATTRACT A VARIETY OF CUSTOMERS. BY CREATING SPECIAL ZONES WHERE NO VEHICLES ARE ALLOWED, INDIAN HIGH STREETS CAN NOW CONDUCT A WIDE SPECTRUM OF ACTIVITIES FOR VISITORS TO ENGAGE SOCIALLY AND BE ENTERTAINED. HIGH STREETS HAVE SEAMLESSLY EVOLVED INTO GREAT DESTINATIONS.

the amenities, shopping environment and brands that today's consumers are seeking. Today's top-performing shopping malls are mixed-use affairs with social entertainment possibilities that provide unique appeal along with a certain depth in shopping experience.

It is its adroitness in anticipating changing consumer needs and adapting accordingly that makes malls successful today. Some of the most innovative existing mall developments have integrated public transit facilities, an aspirational mix of global and domestic brands and local stores as well as multi-purpose spaces.

Today's consumers are seeking a shopping experience that makes them comfortable, inspires them to stay longer and, more essentially, persuades them to return. This has led to a constant effort by Indian mall operators to provide the requisite specialized shopping experience. Today's most successful malls are perpetually striving to become prominent, iconic 'shoppertainment' locations.

THE RISING IMPORTANCE OF F&B AND ENTERTAINMENT

With growing competition from online retailing, F&B and entertainment are their main allies in achieving this. F&B and recreational open spaces are now a vital component of the mall trade and tenant mix. The concept of 'placemaking' is all about crafting an environment that gives mall customers a memorable experience which they want to experience again and

again. This philosophy gives rise to a larger process which includes almost every aspect of the mall – from anchor mix to the design of the mall, dining options and the amenities offered.

An integral aspect of this process involves community spaces for featuring of promotional events, parking children while simultaneously giving them something exciting to do, hosting art exhibitions and flea markets, etc. Malls that have given due thought to such spaces are outnumbering other developments in terms of repeat footfalls, and this clearly indicates that customers value an experience that transcends mainline shopping and also addresses their social needs.

What really differentiates malls that have succeeded in the 'placemaking' sweepstakes is their size, modern infrastructure that meets today's retailing demands and their ability to deliver an atmosphere that breeds loyalty and a desire to return. These malls are rewarded with longer stays, repeated visits and consistently positive customer reviews. In order to connect with the customers, these malls have become 'places' that provide customers with numerous avenues of relaxation and entertainment apart from letting people shop.

HIGH STREETS – NOT FAR BEHIND

Today, the concept of 'placemaking' is being successfully implemented not only by malls but also high streets. Historically, high streets have served as the social and commercial hubs for Indian

communities. However, the influx of organised retail - read malls - and mounting issues such as growing traffic, inadequate parking and overall lack of conveniences have served to diminish the overall experience that high streets are able to provide their customers. Moreover, high streets are now facing a second wave of competition in the form of online shopping.

However, the growing concept of crafting consumer experiences around social spaces has given Indian high streets a new way to attract footfalls. Geographically, high streets tend to be located within walking distance of some residential catchments while being easily accessible from others. By virtue of this fact, high streets can and do attract a variety of customers. By creating special zones where no vehicles are allowed, Indian high streets can now conduct a wide spectrum of activities for visitors to engage socially and be entertained.

Where this concept is being used, high streets have seamlessly evolved into great destinations. For instance, the unique 'Happy Feet' concept which is now very popular in Pune allows people to gather on weekend mornings in an entirely reinvented environment on traditional shopping high streets. Community activities, bazaars, cultural events and flea markets define these special days, which can give high streets a brand new flavour and appeal.

TO SUM UP...

Retail is a constantly evolving business. The mall of the future is no longer just a mall, and the traditional high streets are no longer just shopping destinations. The retail experience of the future is a constantly adaptive process which is squarely focused on changing consumer aspirations. The process of change involves everyone from retail centre developer to consumers, from brands to facilities services providers, from the smallest neighbourhood high street to the most impressive shopping mall.

It is an ever-changing and constantly evolving race to stay current on new trends and deliver a new, customized and refreshing experience to people. Those who succeed in doing this will flourish, and those who refuse to or cannot adapt will perish. It is perhaps a harsh reality, but it is also ultimately a logical and justified one - and in the end, it is the customer who is always king. ●●



Anjan Chatterjee
Director
Mainland China

Malad

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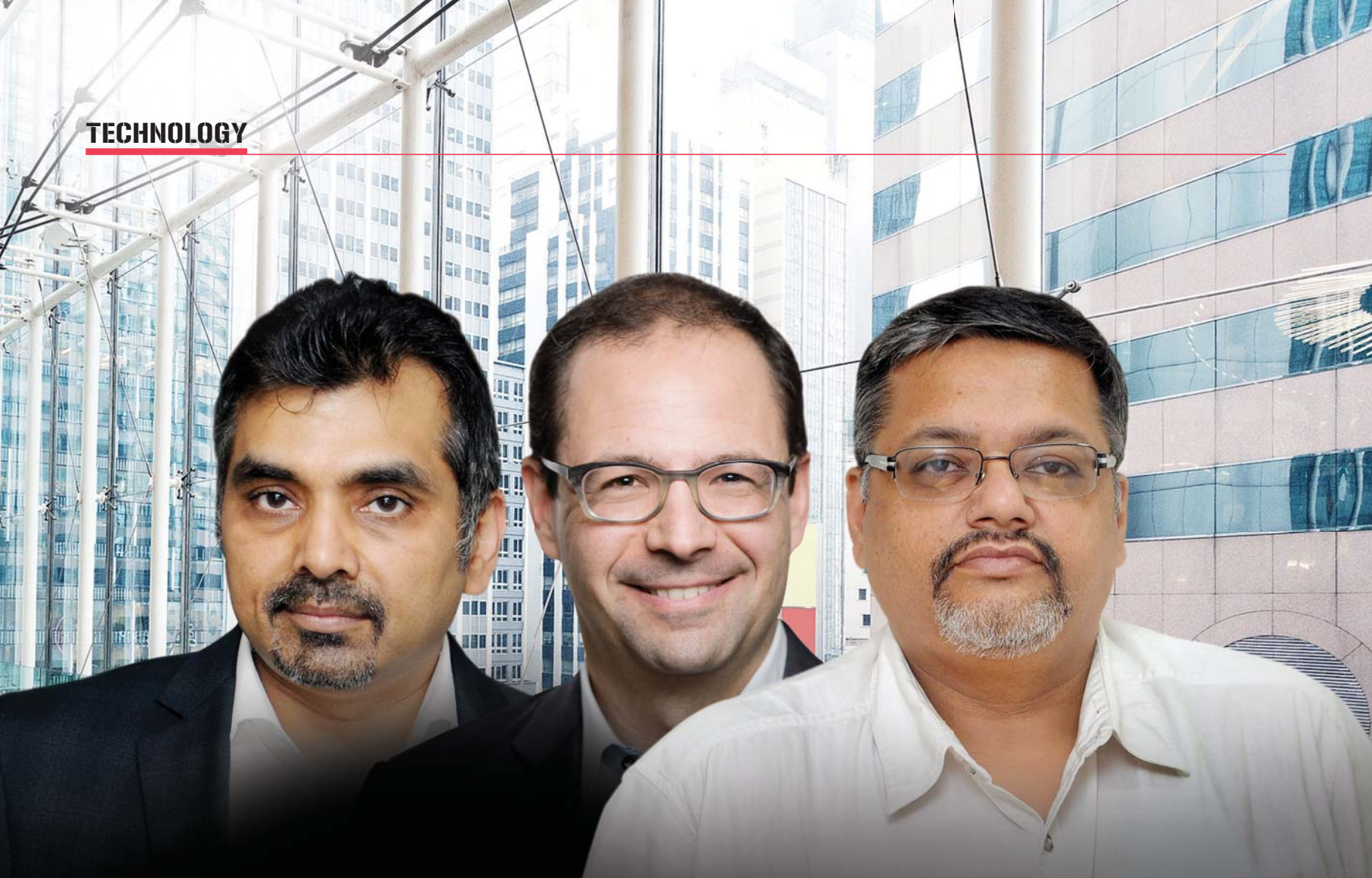
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FINALLY GOOGLE ANALYTICS FOR **BRICK & MORTAR STORES**

Minodes is a Germany based Retail Analytics solution for different retail verticals like malls, fashion retailers, automotive OEMs, exhibitions, airports and transportation, Hypermarkets, and other customer oriented industries, which is now represented exclusively in India and other Asian Countries by Aaryahaan International Pvt Ltd. It's launched by a team of Ex-McKinsey as well as Ex-OC&C retail specialists and backed by some of the largest management consulting companies like McKinsey, AT Kearney, BCG etc. In an exclusive conversation, Alexander Köth, cofounder and managing director of Minodes, Jagmohan Batra, chairman & managing director, Aaryahaan, and Rajan Verma, director, Aaryahaan highlight how their solutions helps mall management in configuring in-store analytics.

How does Minodes equip brick and mortar retailers to face the continuously growing influence of the online commerce?

Today, the biggest challenge facing all retailers and customer focused organisations are onslaught of the online sites. Their biggest strength being in depth knowledge about their consumers. Armed with this information, they are able to focus on attracting and converting more and more consumers, incrementally driving purchase behavior and spending patterns.

MINODES delivers answers tailored to specific business needs by integrating a comprehensive set of technologies and tools, using state-of-the-art Wi-Fi and/or Beacon technology as well as other (existing) technologies like cameras or door counters! The vast amount of anonymous real-time data collected throughout the location, is stored in Germany based servers. Machine learning algorithms and business analytics tools provide the operator with a gold-mine of business intelligence to make informed and financially sound business decisions without solely relying their "gut-feel"! Compared to current decision-making, we offer the most advance consumer analytics solution. The BI tools and analysis are designed by a team of expert analysts from global strategy consultancies. The solutions are customizable leading to customized and precise KPI(Key Performance Indicators) based answers including recommendations! As the tasks, goals and specific questions of each retailer are different, clients can add further KPIs to monitor! This is the most advanced solution for today's !

As consumers are using various channels to access offerings, Retailers

- Need to understand consumer behaviour.
- Need to interact in-stores as well as via online and mobile channels with their consumers.

MinODES assesses overall consumer behaviour by combining multiple data sources and technologies and offers retailers the opportunity to directly interact with their consumers via online and mobile channels. Retailers are empowered with in-depth knowledge about consumer preferences, choices and buying patterns. This enables them to tailor marketing activities to various target segments and to focus on the brands and categories that drive visitor traffic inside your mall.!

MinODES is the "Google Analytics" brick and mortar retailers and mall owners. It's the most comprehensive as well as top quality retail analytics service by delivering detailed transparency around consumer behaviour, by giving detailed recommendations for action from experienced retail consultants, as well as enabling marketers to retarget key consumer groups with specific campaigns either offline, online or mobile.

Minodes tailors and customizes its solutions as per the business needs of the client. How do you integrate technologies and tools, including Wi-Fi and Beacon technologies?

Minodes is technology-agnostic as well as a true retail expert. Our knowledge and experience bring us very close to our customers to advise them for their consumer behavior in their brick and mortar store. Our technology is what defines Minodes. Over the past years, we have been very successful in integrating several technologies into our system including but not limited to Wi-Fi, beacon, CRM, POS data and weather data. Our technology has developed several SDKs that can be integrated into our web based SaaS dashboard making it an easy, flexible and customizable solution for our retail clients.

Kindly divulge about your retail/ shopping mall based clientele in India?

Aaryahaan believes that user experience selling is the trending way of retailing. Aaryahaan International (P) Limited is headed by Mr. Jagmohan Batra and Mr. Rajan Verma.

We are already running MinODES solution in Select City Walk and DLF Promenade, two of the leading malls in the country,

THE PURPOSE OF MINODES' SERVICE IS TO EQUIP MALL-MANAGEMENT WITH REAL-TIME BUSINESS INTELLIGENCE THROUGH INTELLIGENT DATA ANALYSIS OF THE VISITORS AT THE LOCATION. MINODES OFFERS POSSIBILITIES TO INTERACT VIA ONLINE AND MOBILE CHANNELS, WITH THEIR CONSUMERS.



TELL US ABOUT THE SERVICES THAT YOU ARE PROVIDING SPECIFICALLY TO SHOPPING CENTRES AND RETAILERS?

The purpose of the service is to equip mall-management with real-time business analytics through intelligent data insights around the visitor behaviour at the location. It answers most of the questions that you want to know, but don't know how to measure! MinODES' services measure in depth the efficiency of in-mall ads, as well as outdoor marketing campaigns and delivers detailed transparency around consumers' shopping behavior. What are highly frequented areas of the mall? Which stores have the best visit conversion rate? Where do consumers stay the longest?

The solution is already in use with many mall operators and retailers across Europe and we have started offering the same in India and other Asian countries. A comprehensive dashboard and reporting system gives mall owners and retailers meaningful data to help in all areas of mall operations and marketing, such as:

Delivering Answers on hourly/daily/weekly/monthly/yearly and LFL levels

1. What are the peak/non-peak hours and visit patterns?
2. Visitor journey analysis - which entrances/zones are most frequented?
3. Heat mapping? – which paths do shoppers take and how does the consumer journey through the space look like?
4. How long do consumers stay in specific sections?
5. What is the efficacy of windows and promotions in driving footfall and sales to specific targets?
6. Which store or section should be promoted? Driving high margin products for sale!
7. Can resource usage, e.g. staffing optimized by mall or a retailer?
8. How many consumers engage in cross-store shopping?
9. What is the impact of external factors like weather/regional occurrences?
10. What is the impact of internal factors like movie releases, promotions, entertainment sections?
11. What is the impact on consumers' overall as well as per store dwell-time?
12. Heat mapping of traffic between stores helps in planning variable rentals, marketing, services plan etc.
13. What is the impact of product ads on store sales?
14. Much more depending on the individual pain points and challenges you wish to have solved through customizable analysis

IMPACTING BUSINESS at city/region/national levels

1. Benchmark mall as well as store performance
2. Boost employee productivity and manage KPIs
3. Optimize mall/store layout and consumer flow
4. Ensure minimal queuing time
5. Apply best practices across mall
6. Grow visitor and shopper conversion
7. Optimize traffic forecasting
8. Measure each marketing activity
9. Gain insights through dashboard and custom reports

IMPROVE BOTTOM LINE BUSINESS SUCCESS: INCREASE SALES, PRODUCTIVITY AND CUSTOMER ENGAGEMENT!!



Minodes' has wonderful solutions to manage a shopping centre intelligently based upon real-time data. Generally, brick and mortar collates data manually and then analytics insights become mostly delayed and loose relevance. We believe that it will be very easy to manage and enhance the productivity of the shopping centre with this tool.

Yogeshwar Sharma, Executive Director,
Select Infrastructure Pvt. Ltd

proving this concept a success. The concept has been getting a lot of appreciation as it helps to answer certain specific queries which are otherwise very difficult to obtain. Mall and Retail have discovered many areas of improvement using this tool, which will help them increase productivity and efficiency of their store operations and marketing activities.

We are confident to spread across PAN-India by the end of Q3 2016 and have a vision of being one of the most prestigious names of retail technology amongst shopping mall based clientele. Minodes and Aaryahaan have targeted to do 1 Million Square mtr spread by end of 2016. We see that there are other operators who are offering similar services, however, are very confident that the range of data analytics solutions and customer insights that we offer, no one else has the capability to come anywhere close. We combine the customer data with latest metrics being developed all over the world and share with you the key learning's for you to focus on! And we are just starting to warm up on the possibilities that open up when you know your customer and your location!

Share some on client success stories with us.

- We increased the visit conversion rate (conversion from pedestrians to visitors) by 6.6 percent leading to 7.3 percent higher revenues for the retailer, driven by the launch of several different innovative marketing campaigns in front of the store

- We observed that most loyal visitors frequently returned to the stores of one of our retailers in the evening hours. Most experienced staff members were allocated during those times, which led to a 6.3 percent increase in revenues
- Evaluation of external marketing campaigns – a leading international automotive brand launched a new SUV. Part of the marketing campaign was to exhibit the new SUV in the mall for 5 consecutive days. By using MiNODES' analytics the brand could quantify the campaign's attractiveness and showed management that it was worth spending marketing budget for presenting the SUV live in the mall. 53 percent of the visitors of the area in the mall also visited one of the local dealerships within two weeks after the exhibition and 69 percent of those visitors were new visitors for the automotive brand.

How do shopping malls directly and indirectly benefit from your solution?

Minodes solutions directly complement Shopping Mall management companies, enhancing overall mall productivity by relating to all departments, such as like Marketing, Leasing, Operations, Security as well as Finance. All departments are interlinked in each organization and availability of correct information in the right format helps to take the right decisions. Some of the benefits apply to marketing: the solution becomes a measuring tool for any activity, as the ROI is quantified and visualized via MiNODES' online dashboard and custom reports. Similarly, operations can allocate resources as per real-time consumer demand and location, which makes them more productive and efficient by offering better services to customers with the same staff available.

How do the shopping malls and retail stores integrate or relate off-line consumer behavior with online profiles using your solution?

The first step is to gain full understanding of the offline consumer journey, which is essential for implementing the correct measures for optimization. Based on this, we can enable our clients to directly interact with their consumers. MiNODES enables mall operators to display the most suitable advertisement on digital displays in the malls, based on the audience around. Additionally, we also enable mall operators to use the data to retarget (by themselves or by offering the data to their retailers / brands) consumers based on their offline behavior with targeted app-banners or online-banners. We are able to also integrate additional available data, such as social profiles from e.g. Facebook. ●●

THE PREMIUM SHOPPING DESTINATION OF NORTH INDIA



Meeting the Angry BIRDS



CELEBRITY PROMOTION



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- 1.1 Million Square feet of internationally designed space
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- 40 food and beverage options and a 750 seater food court
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- Special services including Valet Parking, Dedicated Women's Parking, free Wi – Fi, Medical Room, On Site Ambulance , Wheel Chairs, Baby Strollers, Kids Play Area and Baby Care Room
- 7 Floors spread over 2 basements, Lower Ground Floor, Ground Floor and 3 floors.
- 38 Escalators, 2 Travelators, 15 Elevators and 12 Sets of Wash Rooms.
- Parking space of 5700 cars.
- 2.5 Acre of Beautifully landscaped central plaza called "The Courtyard".



DIWALI 2015



DIWALI MEGA BUMPER PRIZE MARUTI CIAZ



AWARENESS CAMPAIGN ON DRUG DE ADDICTION



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India's 1st Book on its Star Retailers

Retailers in India

Retail Operations & Benchmarking

(VOLUME ONE)

RETAILERS
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1

COVERS

156

RETAIL
BRANDS
FROM

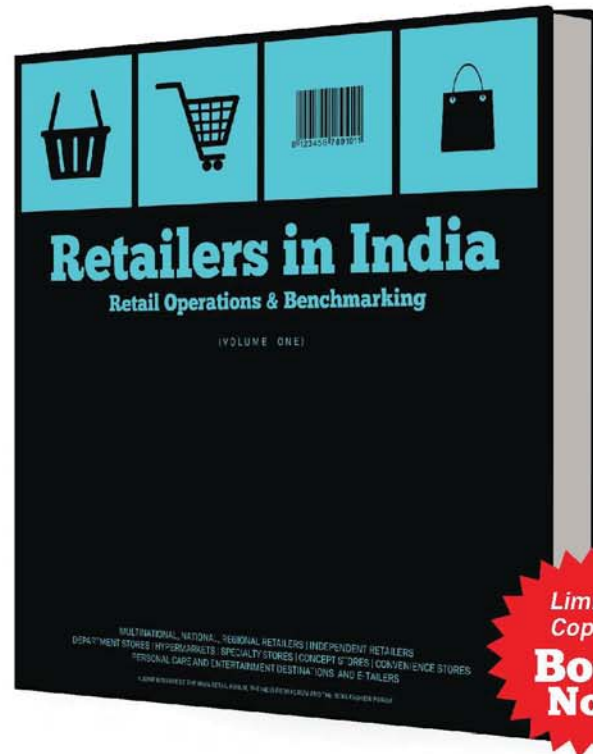
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SHAPING THE THINKING ON THE FUTURE OF RETAIL SPACES IN INDIA

No matter how strongly we debate on the fact that the online shopping phenomena is a supposed threat to offline shopping and that malls and shopping centres are headed for difficult times if they do not keep themselves up on toes to entice and attract shoppers, the fact remains that we Indians 'celebrate' shopping and a mall is THE only place that allows us to do so!

BY ZAINAB S KAZI —————





The future of shopping centres and malls in India is only getting more and more exciting for all of us and this is literally the best phase we are in at the moment considering most of them are merging the offline experience with digital wonders of the social media world.

CREATING AN EXPERIENCE

Aptly setting the context of the story, Pushpa Bector, Executive Vice President and Head – DLF Mall of India shares, “Malls indeed have become social space for individuals to meet their friends, have a family day out or even for informal corporate meetings. This trend is only going to grow in the coming years and redefining the concept on which malls will be designed in the future.” The parameter of whether one has enjoyed his/ her ‘outing’ or ‘experience’ at a particular place is judged upon the likes he/she gets on the selfies and pictures taken. Perhaps that has led a lot many malls to come up with attractive props within the mall, which is not just restricted to the atrium space. Phoenix Market City at Kurla is seen actively taking a keen interest in having theme based props where youth and old alike are seen posing for pictures and selfies. This is a perfect example of how shopping offline can enhance the social media quotient of an individual which he/she would be deprived if he/she had chosen to shop online. To welcome the season of new beginnings Spring Summer, Phoenix Marketcity Pune has put up artistic installations depicting the season at various touch points both inside and outside the mall. These splendid art pieces captures the season’s flavor, bring in joy and create an enticing ambience for the visitors. According to Rajiv Malla, Director, Phoenix Marketcity Pune, “Though it might simply seem to be a mall décor but it is actually an important aspect in enriching overall customer experience. Innovative mall décor attracts visitors, builds strong brand image and facilitates repeat visits. Furthermore, the recent fad about clicking selfies against the backdrop of

these creations strongly enhances brand visibility through various social platforms like Instagram, Facebook, Twitter etc.”

Adding to what Bector shared, Gajendra Singh Rathor – Centre Director, Phoenix Market City, Bangalore shares, “With shrinking social and community spaces, malls and shopping centers have become the most sought after destinations as these not only provide opportunities for social gatherings but also are solutions for shopping and entertainment.” And on the theme based props that Phoenix is known for, he adds, “Phoenix has always been the talk of the town when it came to the mall being all decked up with the season’s décor and the special works of art by renowned artists. These projects have come to become must selfie zones by providing photo opportunities that create memories. People from various parts of the city flock the mall every décor season to revel in and enjoy the whole experience.” Lulu Mall that happens to be one of the largest mall in India created waves during its launch in India. On what makes a mall space an important destination for people of that particular city, Shibu Philips – Business Head, Lulu Mall shares, “People still enjoy the humane experiences of eating out with family, watching a movie together and spending communal time. Only a mall can provide this in a safe and organized manner with plenty of options under a roof.”

Sharing a completely different perspective and highlighting the fact that malls and shopping centres basically have their origin in being community spaces and why today we have most of them overdoing this, Mahesh M, Chief Executive Officer, Ishanya and House!fe shares, “Shopping Centres / malls initially started with the concept of being community centres. These were supposed to be places open to the whole community and where anyone from the nearby areas can come for recreation/ walks/ jogging/ play/ skating/ group meets etc. Even though the definition and operations are getting more and more commercialized nowadays, the basics will always remain.” Mahesh makes a very important point when he shares, “Mall and shopping spaces



The most engaging initiative taken by DLF MOI to date is the Valentine's Day Fair that was organized on 14th February 2016 to reach out to the residents of Delhi NCR. The response was phenomenal and received good reviews from the customers who visited the mall.

– Pushpa Bector
Executive Vice President and Head DLF
Mall of India

will be loved by all only if they provide this freedom and safety to community members refreshing them. But the challenge is that most malls have become extremely clichéd in their approach to the 'social inclusion' aspect so much so that there is consumer fatigue and weariness whenever there is a 'consumer connect' exercise by the malls. I firmly believe in the old adage that Malls are modern temples of retail and most activities must be centered around providing a differentiated retail experience to customers."

Urvi Vira, Head, Mall Marketing, Growel's 101 Mall brings forth the importance of mall for any brand / retailer and the other holistic benefits associated with a mall, "Shopping malls are playing key role in modern retailing and marketing system, furthermore they still dominate the distribution system of goods. In the modern world a consumer expecting best service within a short time and under one shelter. Shopping malls fulfill this requirement of the consumer. These shopping malls not only contain shops but are also providing other important service such as bookstore, ATMs, Forex etc." She adds, "For the retailer and the consumer, shopping centres provide a clustering of goods and services that benefit both. Retailers benefit from the concentration of shoppers (footfall) and consumers benefit from the choice of shops, wide-selection of goods and service offerings and retailer competition. For the community, shopping centres provide economic benefit, including jobs and tax revenues through new or expanded hubs of commerce or regeneration of areas."

Inifiniti Mall in India had a midnight sale for the launch of international brand GAP in India. It was amusing to see the rush they witnessed at midnight thus accentuating the fact that if given a medium, customers do not mind shopping offline during wee hours, a phenomena that otherwise is supposed to happen only online.

ATRIUM AMUSEMENT

An atrium for any mall remains the centre stage for all events and activities. From hosting a fashion show to having an event for kids, the atrium at each mall is used extensively to engage the shoppers. Again, the events and activities to take place at the atrium are communicated to the patrons through a strong social media initiative by each mall which again brings to the forefront the fact of malls perfectly blending the online and offline space to create an 'experience' for the shoppers.

Bector shares the most engaging activity that they have had at the atrium of DLF Mall of India, "The most engaging initiative taken by DLF MOI to date is the Valentine's Day Fair that was organized on 14th February 2016 to reach out to the residents of Delhi NCR. The response was phenomenal and received good reviews from the customers who visited the mall. The theme of the decoration was a vintage French street style of shopping, we installed the replica of Eiffel Tower that provided perfect picture opportunity for the visitors."

At Inifiniti Mall in Mumbai, the atrium has not just seen customer engaging initiatives but also initiatives

DLF MALL OF INDIA

Largest area (40 per cent of the mall) dedicated for indoor entertainment and food that provides visitors an opportunity to socialize.

The Zoning concept is one of a kind that is introduced keeping in mind the community that the mall caters to:

- The Market place zone offers everything that one needs for day to day chores, home furnishing, travel or ticketing.
- The International Boulevard offers best of the international brands for visitors, providing an international shopping experience.
- The High Street zone offers handpicked Indian brands with legacy for the discerning visitors looking for ethnic and western wear.
- The Family world zone hosts a selection of family brands and exclusive kids apparel brands. It also offers casual fine dining options to satiate the visitors' taste buds.
- The Leisure Land zone is redefining the concept of Indoor Entertainment: with unique and large scale gaming concepts, like Smaaash, Ski India (indoor snow gaming park) &Funcity. Leisure Land would have 7 DT star screens with 2000 pax and First kids Theme audi in India.



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COVER STORY

like a blood donation drive and World Online Gaming Championship. Mukesh Kumar, Vice President – Infiniti Malls shares, “It would be difficult for us to name just one activity. We have conducted various activities at our atrium like Fun Manis, Fun Otsav, Christmas Carnival, Movie promotions (Tevaa, Kya Kool Hai Hum), World Online Gaming Championship, BIG FM Golden Voice, Radio City Super Singer, Blood donation camp and so on.”

With a mall as big as Lulu Mall, it is a given fact that the initiatives at the mall would be at a scale as big as the mall. Philip shares, “We have brought the best in terms of entertainment, over the years we have seen a dramatic transformation and have realized that the activity will only be successful if it has customer engagement, so we now offer a complete package of fantastic experience and entertainment that engages the customer of all ages. We plan activities where they can be active participants.” On the activities that generated a good response, he adds, “The most engaging activities undertaken at the atrium of our mall so far are the International performances like Human Fountain, Shooting Stars Sufi Performance, Tanura show, Chinese dragon performance, Charlie entertainment and the Disney princess activity gained immense attraction. Besides, our festive décor inside the mall acts as a visual treat for the customers. Throughout the year, we host a number of special events which includes Vishu, Summer Camp, July Flat 50 per cent Lulu On Sale, Ramzan, Onam, Independence Day, NRI Shopping Festival, Diwali, Navrathri, Children’s



With shrinking social and community spaces, malls and shopping centers have become the most sought after destination as these not only provide opportunities for social gatherings but also are solutions for shopping and entertainment.

– Gajendra Singh Rathor,
Centre Director- Phoenix Marketcity, Bangalore



PHOENIX MARKETCITY, BANGALORE

Day, Christmas and New Year celebrations. We hold themed events especially during festivals, food festivals.” Where all activities are well thought of at each of the malls, any activity that has a ‘celebrity’ involved, gets more than 100 per cent interest and accepting this is Philips who shares, “The most engaging activity in the atrium is the celebrity visits which attract footfall and boost retailers, also making the Mall atrium jam packed.”

At Phoenix Bangalore a flash mob initiative caught shoppers unaware and amused them only to entice them later and pull them to be a part of the initiative. Rathore shares, “The atriums at Phoenix have always provided a plethora of entertainment opportunities to our customers. You would always find our atriums well-lit, bright and beautifully decorated in the color of the season. Ranging from special lobby music to theatre acts, international clown festival to bloggers meet, brand and product promotion to award ceremonies, these atriums have always garnered enough and more eyeballs providing wholesome entertainment to people across segments. However, the one that would really remain afresh in our customer’s memories is the Fashion Flash Mob showcasing the latest season’s collection, where the entire mall was a Ramp and the crowds walked along with the models and captured their moments of Spotlight!”

Pune’s Ishanya has literally been at the forefront when it comes to hosting cultural events at its premises. During its amphitheater launch almost a decade ago, a spectacular show was held which had Malaika Sarabhai. Mahesh adds, “Ishanya enjoys a unique combination of indoor / outdoor spaces. This makes our atrium area a much more attractive location for events. Our atrium by itself is much more than a conventional atrium. With high ceilings and a majestic hanging cube (which by itself can seat 100 people for shows and events), our

atrium takes center stage for events and shows. We have hosted many events here from the likes of Travel and tourism Fair, India Design Forum, Jungle Book Play, Russian folk dances, thematic handicrafts exhibition to Zumba Dances, Karaoke singing and much more. We also use our atrium area to engage with our customers for internal research purposes.”

Vira shares the host of activities undertaken by them at the atrium, which have received good patronage, “At Growel’s 101 mall, we have hosted a plethora of activities in the atrium area. ArtiSTREE 2016- Growel’s 101 Mall organized ArtiSTREE 2016, a unique extravaganza that encouraged their creative instincts, as part of celebrations for International Women’s Day. The two-day festivity that started on March 5 provided an exclusive platform to women to showcase their talent in different genres. The celebrations began with a fine art exhibition which involved consummate display and presentation of various art forms. A special activity that showcased cooking as an art added a new flavor to the activity. It gave an opportunity to the women to show-off their best cuisines, put up food stalls and share their favorite recipes with customers.” Catching the pulse of the craze for selfies, Growel’s 101 Mall had an initiative especially around this. Vira shares, “Elfie-Selfie X’mas-In the month of December, to usher in Christmas and the New Year, we organized a two-week long carnival titled Elfie-Selfie X’mas. The theme was to give visitors the chance to experience the thrill of being ‘Santa’s Elves’. In the atrium area, we organized various ‘Create and decorate your own christmas ornaments’ workshop, ‘Pinecone craft workshop’ and ‘Wreath making workshop’, which showed huge turn up in the mall. A Huge Treat House and ‘Candy House’, was placed in the atrium which garnered patron’s attention.”

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INFINITI MALL, MALAD

Amanora Town Centre is a treat to the eyes. For those who have visited the property which is in Pune, they would agree on the look and feel which resembles an international shopping space. Shares Derick Michael, Chief Operating Officer, Amanora Town Centre Mall, Pune, “We have cobbled street Promenade to give it a complete International feel. The ‘wow’ factor is really high at our mall and visitors are often seen appreciating the layout and feel of this mall.” Adding on the initiatives undertaken at the atrium which also helps them earn marketing revenue, he shares, “Our Central Atrium at East Blok is another strong highlight of our Mall. Some of the major activities we have had here are - celebrity visits/ Vintage Bike Shows/Kids Carnival Events/ Workshops/International Skateboard Event/The Wari Festival/Radiocity Super Singer event and a lot of other enthralling activities. The Atrium is also the venue for all or On-Ground Marketing activations and we earn most of our marketing revenue through the atrium.”



We have conducted various activities at our atrium like Fun Manis, Fun Otsav, Christmas Carnival, Movie promotions (Tevar, Kya Kool Hai Hum), World Online Gaming Championship, BIG FM Golden Voice and so on-

-Mukesh Kumar, VP, Infiniti Mall,

CONSUMER CONNECT INITIATIVES

At Infiniti Mall, there are consumer connect initiatives taking place every week and unlike other places where Wednesday is the ‘hero’ day, here it happens on a Thursday. Kumar shares, “We conduct a customer engagement event every Thursday. We have had activities like free dance workshop, makeover session and music performances to delight our patrons. Also, we started a loyalty program and other perks for our patrons to honour their commitment and faith in us. With this program, we engage and reward repeat customers to increase brand experience and generate more sales.”

At Ishanya, all the initiatives undertaken are in a multi-pronged manner. Mahesh explains, “We of course have our end consumers who come to buy Home and Interiors related products from Ishanya. Equally we also have F&B customers, sport-ainment customers and then the Architects / Interior Designer fraternity. We thoughtfully keep doing activities frequently to keep all our customer segments engaged. Events like career guidance, farewell/birthday parties, movie/ad shoots, shopping carnival, thematic exhibition for handicrafts, job fair, flea markets, automobile shows, architecture fests, travel and tourism fair, Yellow Ribbon NGO Fair, music concerts by renowned international artists, Bookaroo Kids Festival by Sakaal are few to mention here.”

Philips talks about the initiatives at Lulu Mall, “The highlight for us this year was a Food Festival bringing together some of the most famous F&B brands in Kerala on one platform and another feather in our cap was a week long Beauty Fest in association with Yardley. We create a theme; we create enjoyment space along with bonding. We keep on regenerating various new factors because of which Lulu has definitely become the melting pot of fashion, food, culture and entertainment. We believe in having “first-hand experience” with the customers, by giving them a satiable experience that they would like to enjoy again and again.”

At Growel’s 101, the focus is on children. Where there are umpteen initiatives for adults as well, but the activities for children often take the centre



LULU MALL



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RECYCLE TRASH FOR BEAUTIFUL AND SMARTER HOMES AT ORGANIC KITCHEN GARDEN WORKSHOP IN GROWEL'S 101 MALL

stage. Vira talks about the initiatives the mall took in 2015, "In a lot of our activities, children have been the focus. In the month of May, we hosted an infotainment carnival for children that was aptly titled 'Bacchon Ka boom'. The idea was to offer something innovative and unconventional for the children during their summer holidays and it included lots of stuff from quiz competitions to puppet making workshops, photography workshops, comic strip making workshops, calligraphy workshops and filmmaking workshops. This was followed by our Arty Party event, which was again an extravaganza full of activities for kids including games and art workshops. In July, we also organised a Kids' Mela where we showcased different art and craft items created by children. In August, we hosted a fancy dress competition for kids titled Barsaati keeda where kids had to dress up in a way that reflected the elements of monsoon the best."

On the initiatives that the mall shall be undertaking this holiday season, Michael reveals, "This holiday season has already started on an exciting note. We have had numerous engaging events in April namely, the Pune Kids Festival, Hola 5.0 Flea Market, Robotics Event for Kids, Big Jam Music Concert, A visit by International cricketer Brett Lee. We have a One Day Maha Sale planned for May 01, 2016 with participation from over 40 Retailers at our mall! There is a lot of importance given to children led activities during the holiday season which gets them and their parents to the mall and this usually ends up in shopping and dining or then generates new eyeballs for the mall."

He adds, "We have also initiated and closed a number of corporate and institutional alliance with various corporate, primarily IT companies, where we work out social retailer discounts for their employees across multiple brands at the mall. We have also come out regularly with these Retailer Special Offer booklets for specific events and days and these are handed out to mall customers or those visiting our events. Two such recent initiatives were done during the India Superbike Festival 2015 and Women's Day 2016."



SPRING SUMMER 2016 DECOR AT PHOENIX MARKETCITY

CELEBRATING DAYS

On what prompts the property to remain so active with its initiatives, Rathore rightly points out, "Phoenix always ensures that it creates experiences which remain as memories to cherish. For the happy community spaces that Phoenix builds, it ensures there is something for each member of the family to look forward to around the year. While the kids can take their fun break from school and enjoy the summer workshops, carnivals, clown and Halloween festivals, the mothers get pampered on various occasions like Mother's day, women's day and at times with no specific day to mark, but just to celebrate their womanhood!"

At Growel's 101 Mall, the team had undertaken a very niche activity during Diwali and Ganesh Chaturti. Vira elaborates, "The initiative during Diwali was called Di-Wah-Wah-Li. To promote a cracker-free Deepavali, this year Growel's 101 Mall explored the colors of Deepavali in a never seen before spectrum through one of the most recognizable element of Diwali – Rangoli. The festivity started from October 27, 2015 till November 15, 2015, which comprised of different activities like workshops, competitions, and performances. The 20-day fest included dance performances like Chirmi dance by regional folk dancers that showcased the cultural richness of our country. Also, to engage the kids the mall introduced,



YELLOW RIBBON NGO FAIR AT ISHANYA, PUNE

ISHANYA

Mahesh shares, "Our single minded focus is on establishing Ishanya as a 'cultural hub' rather than a typical community destination. To serve this cause, we have the Ishanya Art and Culture Club where we endeavor to bring all like-minded people who have love and space in their hearts towards fine arts. Be it music, theater, dance or art shows from professionals to aspirants, we provide a platform with the same enthusiasm that they have. We wish to develop this into a movement with time. Our fully equipped and one of its kind Amphitheatre has always been one of the pillars where Ishanya has conducted many communities related activities – classical music evenings, concerts, plays, international artist performances, design shows, fashion shows, live event screening and much more.

Our open architecture with spaces such as Clock Street, Fountain Street or the Aangan have played host to several events where people express themselves as family or friends. From Live soul studio workshops in music to Design Melas and Handicraft exhibitions to Yoga and Zumba sessions, these spaces breathe with synergy."

Another noteworthy initiative by Ishanya is that of 'Shop, baggage free' with a helpline number where all the customer has to do is call that number and they relieve them of their trolleys with shopping goods, which are then delivered to their cars when they leave. Mahesh adds, "We have recently introduced Tea/ Coffee on the house through automatic vending machines along with seating space, to relax after long shopping hours."

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L LULU MALL

various rangoli and craft competitions, dance workshop, diya, lantern and card making workshop. Visitors also learnt to make mouth-watering dishes by attending cookery sessions by expert chefs. To add to the glitterati, the atrium was decorated with traditionally crafted danglers all over and colorful rangoli to celebrate the festival of prosperity and wealth. The entrance was embellished with decorative lights and entrance arch, to welcome goddess of wealth.”

Ganesh Chaturti was an opportunity for the mall to talk about ‘health’ and the importance of maintaining a ‘healthy lifestyle. Vira shares, “During



People still enjoy the humane experiences of eating out with family, watching a movie together and spending communal time. Only a mall can provide this in a safe and organized manner with plenty of options under a roo.

– Shibu Philips, VP, Business Head – Lulu Mall

LULU MALL

- Spanning 17 acres and with a total retail floor area of 1.2 million sq ft making it a super regional centre with an amazing 3500 car parks makes Lulu Mall one of the most visited place in Kerala.
- Lulu Mall offers a sociable environment for family and youth, with entertainment and F & B as key hooks with a wide variety of shopping.
- Sprawling over an area of about 2, 25,000 sq. ft. Lulu Hypermarket is one of the largest in India. 55,000 sq ft area for family fun and entertainment which has 12 lane bowling

- alleys, South India’s largest Ice Skating Rink. PVR multiplex operates 9 screens with 2,500 seats food court which has 1,500 seats also has 24 multi-cuisine kitchens and 6 fine dining restaurants.
- With 225 operational stores, it comes with everything that is required to whet the desire of a discerning shopper, from branded apparels, fashion accessories, jewellery, gifts, electronic items to, food court, restaurants, coffee shops and an excellent entertainment experience that caters to both locals and international tourists.

Ganeshostav, we presented to our visitors India’s first transforming holographic Ganesh as Health Cha Shree Ganesh with the idea of promoting good health and fitness. Among other activities, the pandal during that time had an on-site weighing machine, calorie donation screen (where one could view the donated calories to the deity) and a donation box (where one could drop off their unhealthy habits and take an oath to stay on the path of good health).”

MERGING THE ONLINE AND OFFLINE SPACE

The online and offline space like explained throughout the article is well blended for a shopper visiting the mall through various avenues, but going a step further, malls are on their way to take on the online world with specially designed apps which provide the shopper with all necessary information that he/she may need. Bector talks about the initiatives at DLF Mall of India, “In the immediate future, DLF Mall of India will be introducing Smart Mobile app with an integrated navigation system to

ensure that the visitors have easy access across the mall. Introduction of online BTL booking portal, it is DLF MOI’s path breaking initiative where a brand can book, block, auction, receive invoices, make online payments and acquire gate passes for BTL activations and hiring space as per their need.”

Rathore shares what Phoenix Bangalore has to offer, “Phoenix has made relentless efforts to establish a seamless connection between both channels. Most of what we have to offer in the mall, has its presence on the digital media via different channels like the website, Facebook, Twitter, Instagram etc. Patrons who follow us on these digital platforms stay updated on the latest events and campaigns as well and we ensure that there is enough engagement to keep the interest levels high.”

At Infiniti, Kumar shares, “To connect the online and offline shopping experience, we post timely updates on our social media pages about the ongoing offers and events. We also have an inloyal application wherein the customers can download and use the application on their mobile phones to submit their



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AMANORA TOWN CENTRE MALL, PUNE

- The vast open to sky Oasis at the heart of the Mall where we have regular events and which boasts of some premium fine dine options.
- Regular Expos such as the India Superbike Festivals/Auto Shows/Flea Markets/Kid's Festivals/Workshops etc. which brings in a lot of walk-ins.

bills and redeem the points, check ongoing offers and activities on the go.”

On the challenge that the online shopping has brought forth for malls, Rathore quickly says, “It is a challenge as much as an Opportunity! While there is absolutely NO experience when shopping happens closed doors, in a mall, the customer gets to explore a lot of experiences, gratifying all their senses with such wide arrays of offerings in terms of best of the brands, merchandise, pleasing and inviting mall aisles, store fronts, world-class customer service and a whole lot of entertainment options.” He adds, “We understand the value of the smile on the bride’s face when she wears her ensemble and shows it off to the entire family for their approval, we cherish the grin on a little boy’s face while holding that figurine of his favorite superhero and of course we would do anything to help that elderly couple climb up the escalators and find themselves a cozy corner! We create spaces filled with the little things that mean the most and can never be felt in E-shopping.” Mahesh adds to what Rathore shares, “We feel that the increase of online shopping users helps people realize the joy of physical shopping and the importance of touch and feel before

spending hard earned money. We are continuously watching the e-commerce industry with interest and believe that as time passes, consolidation will bring in an Omni channel experience and we are gearing up ourselves at the backend for this. Also the recent governmental initiatives are quite tuned in trying to create a level playing field. Our tactical campaigns like the Ishanya Unsale or Ishanya Downpour Sale or our SHoptoberfest are all clear-cut calls for action on the shopping front. We keep reiterating our brand basket and the differentiated customer experience so much so that our conversion rates are amongst the best in the Industry.”

Ishanya has an engaging digital presence for via social media and Google ads where they communicate all the offers running at the mall, events and initiatives etc. with their patrons as well as other customer groups aligning to their target audience. Mahesh adds, “Same is the case with our retail arms – The HomeSukh and Hous!ffe. Many of the stores present at Ishanya also have their own digital presence including e-commerce models – Inliving, Natural Living, to name a few. Whereas our other retailers like @home are quite active at various online marketplaces as well. However, yes, we have not created any bridges so-to-say to connect online and offline yet. We are in the process of initiating a ‘borderless retail’ white paper in the home category this year.”

Lulu Mall has launched its own app as well. Elaborating on this, Philips shares, “Everything that the customer needs to know about Lulu Mall is at their fingertips – the store directory, events, offers, discounts etc. There is a loyalty application as well which is a window for customers to earn points for their purchase and access a virtual shop where they could select from an array of gift vouchers across the categories. Blogs remain another interesting initiative where customers can read about places to visit, cuisines to enjoy, and movies to watch, and fashion to

try. Lulu Mall’s happy blog spaces also has exquisite recipes, trends and much more.”

FROM AROUND THE WORLD

Considering the mall phenomena in India is still in its teens, we have lots to learn from big daddy’s around the world. Drawing inspiration from malls across the globe helps the developers to bring before their patrons a property that extends an international look and is at par with what is happening abroad.

Rathore talks about drawing inspiration for his mall from other international malls and how it has helped them, “For long, some of the best shopping experiences have been the one created in the malls of Dubai, Singapore, Bangkok and here Phoenix over the last few years has successfully developed its malls with truly international look and feel, tastefully done interiors and brought about the best of food, fashion and entertainment from the world over. This primarily is one reason Phoenix remains ‘the’ destination for the expats of the city.”

Bector shares one of her experiences, “The best international experience I have received so far was during my visit to The Dubai Mall in Dubai and Westfield mall in London. These malls set the standard for international destination mall and this is exactly what we have done at DLF Mall of India. We have taken the positives like the design, the experience element that the mall provides to visitors and the mix of brands available at mall.”

Mahesh shares his pick, “While many global malls could fit into the social space category, I still carry strong and unique memories of the Oakbridge Centre in Chicago which to me personified a clean and clear shopping experience oriented center. I was able to resonate with it better maybe because of its large open spaces, unique physical architecture, multiple buildings, popular and established brands and especially strong focus on home lifestyles and F&B reminded me of our journey with Ishanya. The center goes beyond just a mall, but serves as a destination for focused shopping and a pleasant family experience with a longer dwell time than casual mall-walkers.”

MALL HIGHLIGHTS

Where discounts, delivery and loyalty points remain the differentiating factor when it comes to online shopping, at a mall, a customer has before him a fantastic opportunity to experience all that a mall has to offer. We share highlights of a select few -

Ironically with social media making time a luxury for all of us, malls and shopping centres provide the much needed break for us to meet family and friends in person and be with them, spending moments of laughter and fun. This probably can be one of the most important reasons for a bright and beautiful future for malls / shopping centres in India. ●●



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MILESTONE ACHIEVEMENT IN THE RETAIL REAL ESTATE INDUSTRY



The opening of DLF Mall of India is considered as one of the milestone achievements in the retail real estate industry of NCR region. DLF MOI is contributing and fuelling in the growth of retail industry in the region. In an exclusive conversation Pushpa Bector, Executive Vice President and Head, DLF Mall shares her views on how this new retail destination will create new retail opportunities for its discerning patrons.

BY **SHUBHRA SAINI** —————

Why did DLF chose Noida to open one of its most prime retail realty project? Please tell us in brief about the catchment area you are catering?

To begin with Noida as an area is a great location as it's easily accessible from South, Central, North and East Delhi. Noida is growing at an exponential pace for the last 4-5 years with tremendous opportunities in Real Estate (both commercial and residential) and Retail. The population has been growing at a steady rate as the job opportunities have been increasing with the region. We, DLF Mall of India, identified a gap in quality retail real estate in Noida and the lack of access to premium foreign and Indian brands that are easily available in other regions of Delhi NCR. This is one of the reasons for launching India's largest destination mall in India.

She further, commented "It indeed is a milestone in the retail real estate industry not only in NCR but in India. Noida as a region is relatively young when compared to other tier II cities and we see a huge influx of professionals in the region with rising income levels and increased spending on retail, food and entertainment. Retailing in Noida is at an inflection point and one of the main factors is the readiness for retail and entry of retailers into Noida. Retail opportunity in Noida has been



BEING THE FIRST DESTINATION MALL IN INDIA, DLF MOI WILL ATTRACT CUSTOMERS ACROSS DELHI NCR AND NEARBY TIER II CITIES. MALL OF INDIA IS NOT ONLY CATERING TO THE SHOPAHOLICS.

growing rapidly in the last few years and with the launch of Mall of India we have tried to bring some of the best brands from apparels, F&B and Entertainment to cater the growing retail and consumer demand in the region. Our focus has also been on creating jobs locally, directly and indirectly, through Mall of India project to contribute to community around the Mall.

Being the first destination mall in India, DLF MOI will attract customers across Delhi NCR and nearby tier II cities. Mall of India is not only catering to the shopaholics but also to the discerning food lovers and individuals looking for entertainment that gives them a rush of adrenaline. We have allocated 40 per cent for Food and Entertainment which is unprecedented move in the retail real estate industry. We have created an interesting line up for this segment like Smaaash, Ski India (indoor snow Gaming Park), Funcity, First kids Theme auditorium in India and EAT Food lounge – food court with over 1000 seating capacity, which will offer 20 local and global cuisines to cater to everybody's palate. These are the reasons that make the whole of Delhi NCR our catchment area.

What is the total built-up area of the mall? What percentage of the mall is leased out?

The total built-up area of the mall is 2.7 million sq.ft. / 27 lakh sq. ft. Mall is 97 per cent leased out at this point of time.

Many leading national and international brands are already operational in the mall, out of which some have opened their finest stores in DLF MOI. Please tell us about the kind of response they are receiving?

We have more than 200 brands operational at the moment out of the 300+ brands that will be operational imminently. We did a soft launch in mid-December and received an overwhelming response from the visitors. More than 100+ brands started the operations during the soft launch and were happy with the sales figures in the first month of operations. As planned, we will be formally launching Mall of India by end of April.

Also, please tell us about the retail brands in your mall?

There are close to 75 plus brands that will be operational by mid-April. From our anchor brands we have H&M and Zara. Brands like Marks and Spencer, Tommy Hilfiger Kids, Aldo, Charles & Keith, Quicksilver, Ethos, DKNY, Tag Heuer, Inglot, MAC, Forest Essentials, Swarovski and Hush Puppies from fashion and lifestyle segment. Brands like Chaayos, Pirates of the Grill, Mamagoto, Chili's, Dunkin Donuts, Carl's JR. and Smaaash are the ones from F&B and entertainment section.

What kind of footfall is DLF Mall of India is generating?

Mall is anticipating to have 30 Lacs customers visiting MOI in a month once it's 80-85 per cent operational.

Please tell us about the zoning at DLF Mall of India.

This is entirely a new concept that DLF Mall of India has come up with. As a mall developer, we at DLF Mall of India are making sure that consumers get the best experience with ease and comfort of shopping. Thus, through our marquee project, we are going to introduce the iconic and unique concept of zoning in India that would offer an eclectic ensemble of retail offerings spread over five zones defined as Market Place, International Boulevard, The High Street, Family World and Leisure Land. Zoning is going to help our consumers make planned purchases and outings – all of which is going to be a real life experience for the consumers. Each zone is a mini mall in itself and is categorized in a manner that would help the consumers save time and efforts while catering to their specific needs.

What is the importance of food courts in the new age malls. Please tell us about the foodcourt and F&B brands present in DLF MOI?

Food & Beverage and Entertainment are increasingly becoming more & more critical for the mall experience, a trend that we have identified across the country. It has become one of the key differentiators at malls, the space allocation for F&B and Entertainment has shot up



and vindicates our approach to earmark 40 per cent of the mall for this segment.

The look and feel of the food court at Mall of India is second to none, we have focused on the ambience, space and the style to make dining experience for the customers as comfortable and pleasant as possible. We often see space constraints at food-courts at most of the malls and keeping that in mind we have limited the number of seats to provide ample space to diners.

Brands like Wow Momos, Juice Lounge, Keventers, Baskin Robins, KFC, Rolls King, The Bento Café, Tikka Town, Vaango, Item No., Ala Turka, Insta Pizza and Taco Bell, to name a few, have already started operations.

Please tell us about the FEC zone in your mall, according to you why FEC zones are becoming an integral part of modern day malls?

Family Entertainment Centre is increasingly becoming an integral part of the mall as visitors look for one stop shop for entertainment, shopping and dining. We have spearheaded a new trend in retail real estate in the country by dedicating 40% of the space for F&B and FEC to provide exceptional experience for our consumers. DLF MOI is going to nest the largest indoor entertainment zone as well as the largest food court of the country. This would significantly enhance the overall customer experience and give them more reasons than ever to come to a mall other than just shopping. ●●●

VIRTUOUS RETAIL

CONNECTING COMMUNITIES FOR A DECADE IN INDIA

Virtuous Retail, a retail real estate asset platform sponsored by the Xander Group Inc., a leading emerging markets institutional investment firm decided to use India as a strategic business hub. In 2007, Virtuous Retail entered the Indian market with an initial commitment of US\$600 million in equity.



ART INSTALLATION AT DUMAS ART PROJECT AT VR SURAT



A decade ago the country's dynamic retail landscape presented significant opportunities to investors across the globe. At the time, the Indian retail market was worth ≈US\$ 332.8 billion and growing at a rate of around 10 per cent per annum. Virtuous Retail remained steadfast on putting brick and mortar together only once they understood the pulse of the ever evolving urban consumer. Through extensive on-ground research and community engagement, the organisation eventually turned formulaic notions around and reimagined the retail environment by building value creating differentiators.

Virtuous Retail moved the needle from 'old-school' shopping malls to independent ecosystems and social hubs that become lifestyle centres. Today, this retail platform has a country wide presence that includes 5 lifestyle centres in 4 of India's top 9 cities, covering a total area of 6.5million sq.ft.! And prime city centre locations in Bengaluru, Chennai, Mumbai, Pune and Surat make Virtuous Retail the leading platform of quality retail real estate in one of the world's most attractive consumer markets for organised retail.

The shift in consumer outlook towards retail preferences is the outcome of increase in annual disposable income. The GDP per capita PPP in India moved from a record low of US\$ 1760 in 1991 to an all-time high of US\$ 5565 in 2014. This increase in purchasing power of urban Indian consumers today gives them the choice of prioritising quality and convenience offered by retail channels for an enhanced retail shopping experience over everything else.

Realizing the yawning gap in consumer wants and the industry's existing offerings, Virtuous Retail decided to take the bull by the horns and created a seamlessly integrated approach combining retail, leisure, entertainment, hospitality and dining – all under one roof.

A 'master retailer' approach for asset development and management was adopted. This approach was driven with a dual focus on retailer and consumer communities with the sole purpose of creating experiences and memories to last a lifetime. By benchmarking themselves against international standards to create distinctive lifestyle experiences and engagements, Virtuous Retail's vision is to craft and operate community-centric lifestyle destinations. These centres are uniquely designed as vibrant multi-use public opportunities to foster public interactions by providing a platform to promote local arts and culture which instills civic pride within host communities.

Simply put, in the end, it's all about Connecting Communities - this is Virtuous Retail's core philosophy and their value generating differentiator.

Virtuous Retail's driving thought is a multidimensional ideology that transcends into their design philosophy. By creating open spaces in space-constrained cities, gratifying





ART INSTALLATION AT DUMAS ART PROJECT AT VR SURAT



ECSTATIC DANCERS AT GLAM GARBA EVENT AT VR SURAT



THALAVATTAM PERFORMING DURING WHITEFIELD ART COLLECTIVE AT VR BENGALURU



'JAMAN JALSO' CAPTURES THE SURATI WAY OF LIFE

peoples' need to connect, share and indulge together. The lifestyle centres feature attractive walkways, mixed-activity areas and outdoor garden environs to offer consumers more than what the existing retail environments provide.

This ideology also elevates people to a common platform and unites them by bringing them together for cultural festivals, for public-private partnerships and cross-border collaborations. It inspires civic pride in the people which strengthens the local economy and enhances the city's brand image. All this and more makes Virtuous Retail a lifestyle destination that is rooted to the community and has their best interests at heart. It has been recognised by industry peers with several well-known awards and accolades.

Virtuous Retail has been particularly noted for promoting art and culture in the city. VR Surat's carefully curated Dumas Art Project, has received tremendous appreciation over the past three years, and has allowed thousands of visitors to appreciate and enjoy art in an easy and accessible manner. It provides a rare but exciting opportunity for promising artists-in-the-making to share the same platform with established artists.

VIRTUOUS RETAIL HAS BEEN PARTICULARLY NOTED FOR PROMOTING ART AND CULTURE IN THE CITY. VR SURAT'S CAREFULLY CURATED DUMAS ART PROJECT, HAS RECEIVED TREMENDOUS APPRECIATION OVER THE PAST THREE YEARS, HAS ALLOWED THOUSANDS OF VISITORS TO APPRECIATE AND ENJOY ART.

Similarly, The Whitefield Art Collective at VR Bengaluru has a compelling vision to bring art to the community in an engaging format outside of traditional galleries. Much like the Dumas Art Project, The Whitefield Art Collective is a reflection of the organisation's strong commitment to provide a unique experience beyond shopping to their customers. It features a wonderful collection of installations created by the most prominent and promising artists from across India. An Art Bazaar featuring affordable art and photography by emerging artists encourages and enables budding connoisseurs to start their own collections.

Festivals, food and music are the 3 universal activities that transcend boundaries and are the perfect medium for Virtuous Retail to connect with the communities that they are present in. The innovative

format of Glam Garba in the Gujarat centre attracts diverse audiences and broadens the appeal of a traditional festival by contemporizing the music while retaining the authentic rhythm and beats that allow large groups to perform complex but synchronized dance routines. VR Surat has made this event an annual property and promotes it across Gujarat.

Similarly in the south, by taking inspiration from various Jazz Festivals across the globe, VR celebrated Bengalurian's love for music with their inaugural marquee event 'Jazz in the Garden' with John McLaughlin, the English guitarist, band leader and composer. Every weekend also provides a platform for emerging talent from the region to showcase their musical skills to a larger audience.

Food, being a great equalizer, is also an important ambassador at VR. The Bengaluru Farmers Market in association with Karen Anand saw 2 editions at Virtuous Retail's lifestyle centres, and were very well received. There are also artisan markets and thematic Buzzars! on the weekends as well.

Combining global expertise and local knowledge to create high performance retail environments with strong urban connections is what drives Virtuous Retail. The company's long term vision is to create new social hubs for the urban Indian consumer. Virtuous Retail's investments exhibit a focus on prime locations, strategic partnerships, long-term value creation and risk-mitigation. By channeling the investors' global expertise, the organisation has developed in-house capabilities across asset management and development functions including research, acquisitions, finance, planning, consumer experience design, leasing, marketing and mall operations. Their mission is to develop a pan-India portfolio of retail, luxury and community centres to create lifestyle destinations that connect communities and strengthen societal ties. ●●●



GARUDA MALL

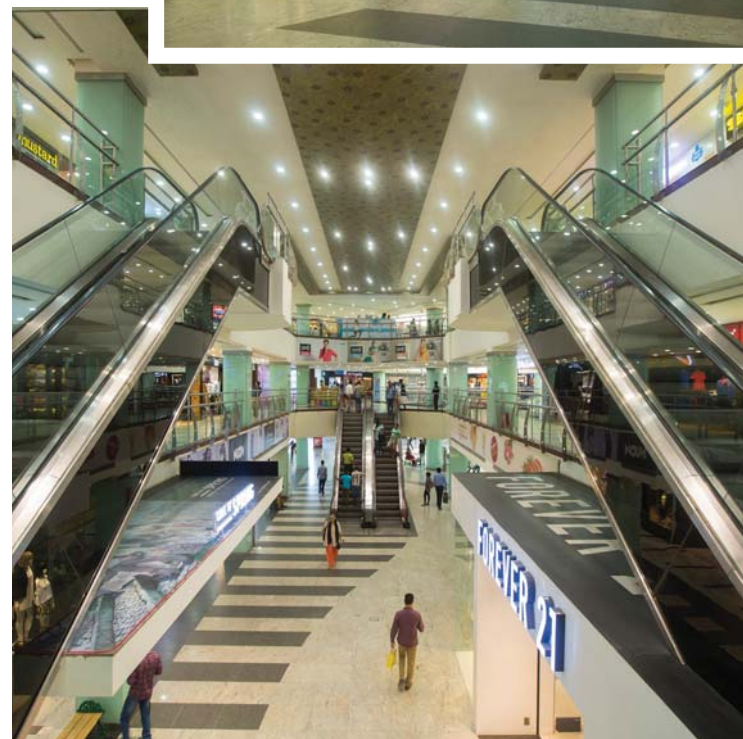
ICONIC RETAIL DESTINATION

Sprawling over an area of 3,00,00 sq.ft., with a built-up area of 7,50,000 sq.ft and with a footfall of nearly 1,00,000 during weekends, Garuda mall is one of the most successful and iconic malls in India.

BY SHOPPING CENTRE BUREAU

The Mall went through an award winning total refurbishment about a year ago where the interiors, exteriors, lighting, zoning and mainly brand mix were churned and innovated to serve the evolving consumer aspirations. In the ground floor the mall is zoned with luxury and premium brands, the first floor is zoned to have men's, electronics, gifting and accessory brands, the second floor is zoned with ladies and children's' brands, the 3rd floor is the entertainment and Food Court area and the 4th and 5th floors have Restaurants and Multiplex.

Among the popular new brands that opened at the mall, Forever 21 which was the brand's first store in South India at the mall, has created a record across India as No.1 store based on sales per sft and it is consistently on top in the weekly and monthly sales. The Garuda Mall Forever 21 is in the 5th position in the World as far as sales and growth figure per sft is concerned. Along with that Shoppers Stop has also renovated their store and it is doing very well and is the best performing store in south India. Some other new brands like Aldo, Promod, CIS, Fab India, Forever New and many other brands have been placed at appropriate places with proper brand mix . The footfalls on week days is about 50,000 and it is more than 1,00,000 during weekends with an average sales of around ₹2,100 per sq.ft including F & B, Multiplex and Entertainment. After more than a decade of excellence the Garuda Mall continues to raise the bar higher year after year ●●●

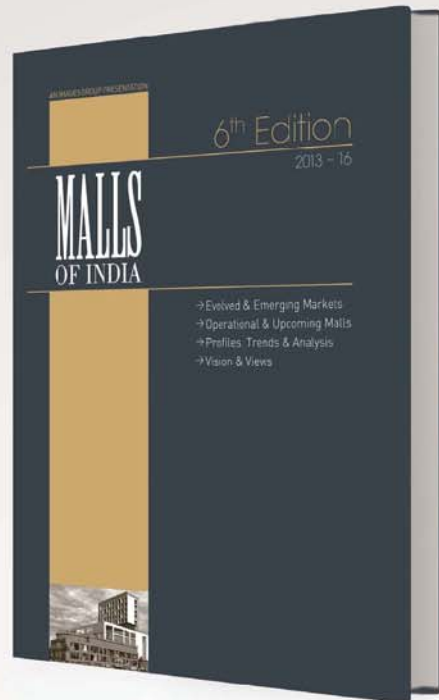


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Images Research had pioneered the development of credible information, study, and knowledge in the retail and shopping centre industries in India. Images Research brought out the first ever Malls of India in the year 2004. Subsequent editions have firmly established the report as by far the most referred and comprehensive guide on the malls and shopping centres in India.

In its 6th Edition, the Malls of India 2013-16 documents the current status of the the shopping centre industry, studies it & presents the most detailed analysis so far.

Images Research team tables a report indispensable to all interest groups in the shopping centre, retail industries, packaged as a classy collector's edition.

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EXECUTIVE SUMMARY



HURRY!

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The article throws light on how the restaurants of the future will be.... healthy, casual and people less. An insight into the trends of the future that will shape the food industry.

BY ANSHUMAN BHARGAVA

About the author:

Anshuman Bhargava is Director & Creative Head of 'The Blue Leaves Design Group'.

Here's how you will have lunch in 2020. You click an app on your phone and search for nearby restaurants. You'd like to eat a high protein chicken salad today. So you choose a restaurant, customize the salad with green wholesome organic vegetables and order it from the app. By the time you reach, you get an SMS that your meal is ready and it's waiting for you in box no. 6! You walk up to box no. 6 and pick up the meal. A digital ticker on box 6 shows your table number - its table C. You walk across to table C. It's a touchscreen table -- the tabletop is the display! But you notice it's not clean -- there are breadcrumbs on it. So you double tap the table and a menu pops up on the surface. You tell the table to 'clean up'. The table sends a message to a cleaner who runs across and wipes the table immediately. The table 'smiles back' and invites you to sit and eat!

You realize that you'd like a soup with the salad. So you tap the table again and choose a soup from the pop up menu! Once your meal's finished, you tap the table for your bill. You swipe your phone over the pay button, enter your pin and you're done.

Welcome to the restaurant of the future – healthy, casual & people less ...

- Trends like these and others are changing the food industry.
- What trends are these? What's driving them?

THE 'AMAZON'ING AND 'UBER' IZING OF FOOD



The biggest disrupters of the restaurant industry have nothing to do with food. They've got to do with delivery...

With a few touches on a phone, you can have almost any food delivered anytime and anywhere. Customers have access to the world's

largest virtual drive thru without ever leaving their homes.

Delivery affects everyone from McDonald's to Starbucks to posh fine dining restaurants. Google, uberEats, Amazon Prime Now, Postmates, Grub Hub, Yelp are making it easier and faster for you to eat. They don't make food -- they're simply middlemen connecting restaurants to customers for fees.

With so much so easily available, how can restaurants still attract diners? By promising them a unique experience they can never have online. By making the restaurant a destination. A healthier one at least ...



RETAILERS DISCOVER FOOD WITH A VENGEANCE

Retailers are discovering the magic of "dwell time" -- the longer you keep a shopper on the premises, the more the shopper will buy per hour of stay. Theme parks understood this decades ago, as did museums with gift shops. Retailers are now realizing that food is a great way to increase shoppers' dwell times.

Suffering serious declines in foot traffic, retailers are hoping to build revenue by luring shoppers into stores for snacks and meals. They'd rather have shoppers spend time in their stores than elsewhere. Food is a unique opportunity to do so.

BUILDING A NUTRITIOUS NATION



After watching aggressive consumers attack Big Food companies over chemicals and additives, people want healthier food.

People want real food -- food made with organic ingredients and free of additives, antibiotics, and other artificial components.

They are ready to pay premium prices for clean food that is good for them and good for the environment. Even big fast food chains like McDonalds and Burger King have introduced healthier options to their menu.

There is still a long way to go but we expect to see a million more restaurants serving nutritious, wholesome organic food to an ever-growing calorie conscious population.

THE RISE OF 'FAST CASUAL'

As we've seen people want healthy delicious food in a unique environment. But time starved millennials demand mouthwatering food that is fast and not too expensive. Lunch hours are shrinking and workers need to eat quickly. But they also want to eat well.

Enter 'Fast-cas' -- or fast-casual restaurants. Experts say they are the future of the restaurant industry. They lie in the middle-ground between traditional fast-food and table-service restaurants.

Their main appeal is 'fresh' and 'local'. Meaning one or two signature items per season. The other hallmark of 'Fast-cas' is adventurous flavors. Garnish your vegetables and sides with new flavors to keep diners coming back for more.

GUZZLE IT DOWN

Drink used to be a side course to the main menu. It's a restaurant driver now. Different types of drinks -- from smoothies, coffees, teas, mock tails,



wine bars -- have become very popular.

Restaurants are trying to make beverages a headlining act instead of a sideshow. There are endless varieties of teas, coffees, alcoholic and non-alcoholic drinks. Drinks are great for casual conversation, impulse buying and refreshing stopovers. There's something for every generation.

OF ETHNIC MASHUPS AND MICRO CUISINES



Diners want something new... yet familiar. Everyone is going super local.

Newer cuisines are emerging -- like Jewish, Singaporean, Mongolian, etc. Restaurants are hyper localizing. They're going ultra regional. So besides global cuisines, restaurants serve state cuisines like Maharashtrian, Bihari, Assamese, etc.

It's about being glocal (ie. global+local) and there's something for everyone.

LETS GO VEGAN



Recent news and documentaries have highlighted how live stock is kept and converted into food for restaurants. Because of this more and more people are turning vegetarian. Being vegan is a burning trend.

Vegan food is further being explored like never before. It's made to look awesome, taste delicious, and be healthier. Restaurants are serving meals composed mostly (or entirely) of vegetables that are great to look at, satisfyingly memorable and compatible with wine.

Rising beef prices, growth of farmers' markets and food halls, need for more natural antioxidants etc. have converted more people.

Chefs are starting to lean toward dishes with a vegetable at the center of the plate instead of a protein.

THE RETURN OF BREAD



For years, Bread's gotten a bad rep because of a no-carb Atkins diet fad and a gluten-free mega movement.

As bread makers have figured out how to make it healthier with more wholesome ingredients, it's making a huge revival. It's in style again.

Chefs are experimenting with flour and bread derivatives like artisan toasts, bagels, babka, gourmet pizzas and flatbreads. Given its convenience and flexibility, we're in the middle of a bread renaissance.



SMALL IS THE NEW BIG

The three-course meal day is gone. Millennials snack more –sometimes more than four to five snacks a day. Snacking has increased by 67% from 2010 to 2015. Baby boomers are the biggest snackers.

So small is the new big. Smaller plates, small portions, small tables.

Tapas and dim sums are very popular. Menus are getting shorter. Dining rooms are getting smaller.

Snacks are obliterating meals. They are fast, convenient and cheap – ideal for a frenzied working generation.

FOOD TECH

From paying before you even arrive to eat, to self service kiosks, touchscreen tables, robotic waiters, to cashier less counters, technology is making the dining experience as person less as possible.

Often called front-facing technology or guest-facing technology, it's turning the way customers do business with restaurants upside down.

As restaurants experiment with tablets and smartphones, diners are now able to:

- Order food and drink right from their tables or online before they even get to the restaurant
- Play games while they're waiting – a plus for families
- Pay with their smartphones
- Be notified when their order is ready, and meet the waiter at the table
- See wine lists on apps
- Technology allows tables to turn faster by eliminating customer downtime. Technology



also cuts down on employee errors while involving the guests directly in their ordering and check out.

- They can be in and out of a restaurant in less than 15 minutes. For full-service restaurants, the trend is tabletop ordering and payment screens. So you are paying for your time at the table and not for the food.
- Who is driving this new trend? Millennials. Their "I want what I want when I want it," mantra dictates the need for new technology options. This large growing group of our population wants immediate gratification, and they want to customize the way they get it.

A MULTISENSORY INTIMATE EXPERIENCE

To beat food delivery, restaurants are striving to make their dining a multisensory experience. There's more innovative use of light, sound, smell and layout. Generation Z wants younger, energetic places with large graphics, loud music, moving visuals and powerful colours.

Food retailers want to provide a personalized intimate experience. After years of stiff benches and backless chairs, the booth is back. There are more PDRs (private dining rooms), open kitchens and two chair tables.

NICHE DINING

More specialty restaurants are catering to a very niche base.

- Wine, wine and more wine. Rare wines, cult wines, and wines from unknown regions are constantly gaining popularity. Prices are decreasing and wine is available on more restaurant drinks lists.



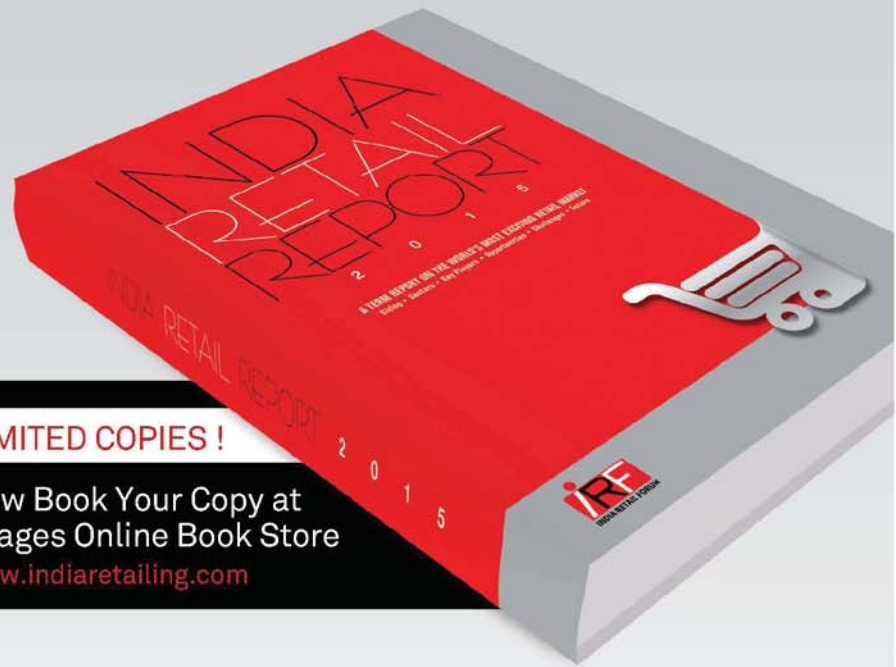
NEW AGE DINING ...

Off-premise food service is continuing to outpace overall restaurant industry growth over the last decade. In fact, the 'no restaurant'

trend is on the rise – which means trading the dining room for an ordering app. Chefs are putting their names on smaller meal boxes. 3D printed food is just getting started.

INDIA RETAIL REPORT

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THE POTENTIAL OF THE WORLD'S MOST EXCITING RETAIL MARKET

The 'India Retail Report,' published once in two years by the Images Group and the INDIA RETAIL FORUM, is the most sought after report that maps the key figures on Indian Retail – it sets benchmark figures for Indian Retail - sizing up the entire market with its key segments, scope and performance of key players across categories. The report also carries insightful contributions from global research, consulting and thought leaders, on aspects critical to the understanding of Indian Retail. It is indeed the most sought after report for the retail industry, media and policy makers, and serves as the most comprehensive guide to Indian retail.

The India Retail Report Highlights:

- ▶ Sizing the Indian Retail Market
- ▶ Sizing *for first time* ever 16 Key Sectors
- ▶ Large Indian Corporate Houses in Retail
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Smt. Nirmala Sitharaman
Minister of State
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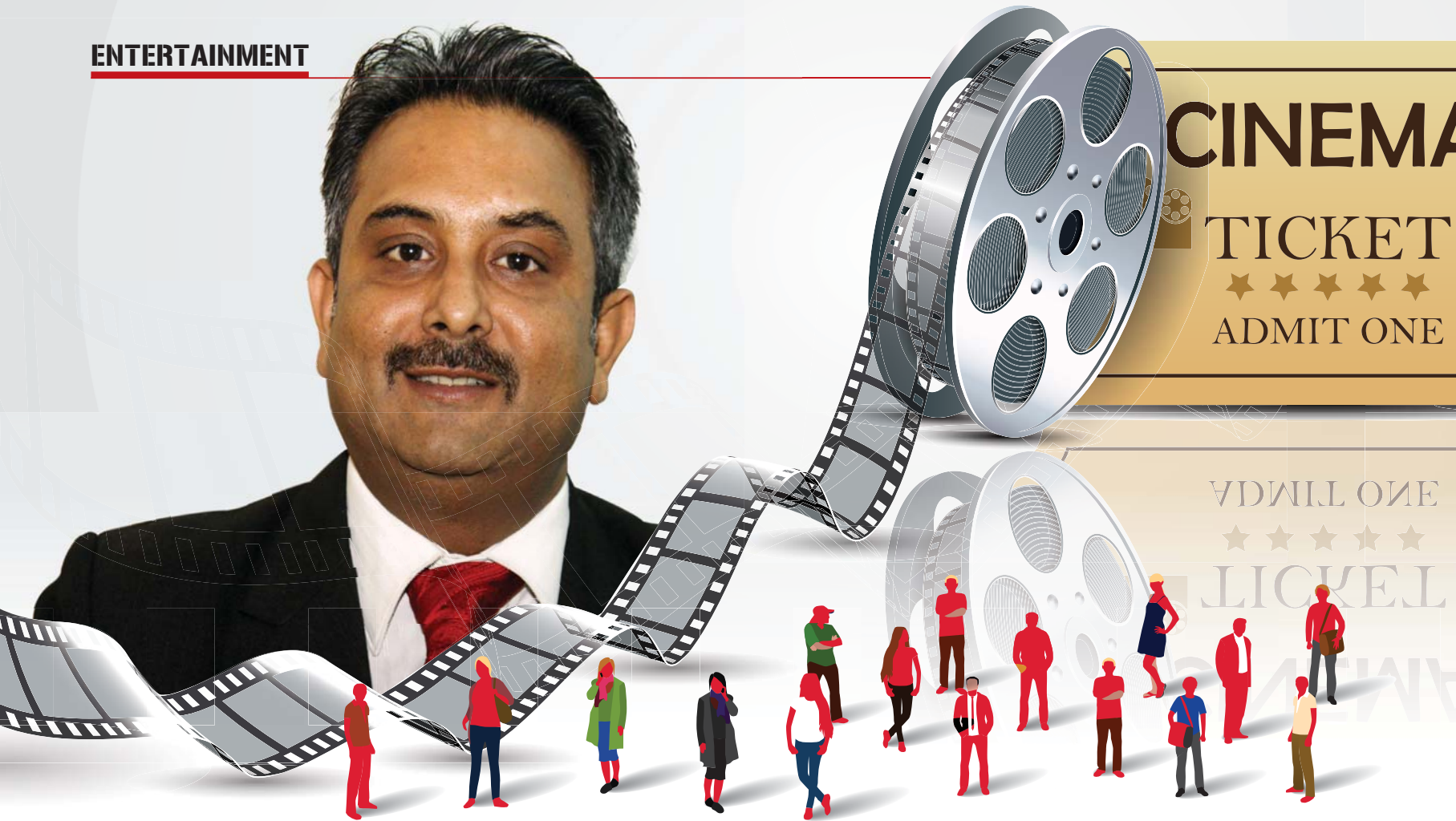
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CINEMA GAINING FOOTHOLD IN MALLS SURPASSING RETAIL BRANDS

Carnival Group is already an established name in Tier II and Tier III cities in form of offering magnificent movie viewing opportunity. Carnival Cinemas as the company is looking to break the notion that multiplexes are a privilege of the cinema goers in the metro cities and how it is changing the dynamics of retail. In an exclusive conversation, Saurabh Saxena, Chief Operating Officer, Carnival Cinemas highlights more aspects of cinema becoming the most important pillar of retail establishments like high end shopping malls.

BY SHIPRA SRIVASTAVA

Please mention your footprint? And, what locations you are looking to expand?

We are one of largest spread multiplexes in the country. Presently, we are present through 324 screens that are spread across 118 locations in 88 cities. The brand has 240 screens in tier II and III cities and 84 screens in tier I and metro cities.

Please specifically mention how you are consolidating your presence in tier II & III town?

We are shortly launching in few cities of West Bengal. We are looking to foray in Jharkhand soon. We are coming at places like Khandwa, Ratlam and few other tier II & III cities of Madhya Pradesh. We also have aggressive expansion plans for small cities of Punjab including the highways of Punjab and Bhatinda. Above mentioned are the areas that we would be targeting for expansion in tier II & III cities.

What is your preferred location to expand, malls or highstreet? You have extensive presence in tier II & III cities as well, usually, small towns are devoid of highstreets and mall culture is also at a very nascent stage. So, what is your strategy for those towns?

We are really not looking at malls at the moment, because for tier II & III we have different project/concept in place. Finding a suitable mall location is challenging in small towns due to less number of malls. We are largely focusing on small shopping centres, either it could be a stand alone building with reasonable food options and easy access through all modes of transportation for city population. To be present only in a mall is not our strategy as of now. For our expansion we would be keen on high streets and populated markets. Presently, locations like adjoining areas of railway stations, universities, etc are to be our focus areas.

MALL CINEMA WORKS 24X7 ALL 365 DAYS, SO GARNERING FOOTFALL IS EASIER FOR A CINEMA OPERATOR AS COMPARED TO OTHER RETAIL ESTABLISHMENTS. BEING THE BIGGEST FOOTFALL DRIVER THE CINEMA COULD DEFINITELY OCCUPY THE PLACE OF AN ANCHOR. CINEMA IS ALSO A PLACE WHERE MAXIMUM ADVERTISING AND BRANDING IS DONE.



Are you also planning to launch Superplexes in near future?

We are planning to launch 8-9 screen projects shortly. Most likely these projects will come up in tier I or metros as these cities have better consumption options. However, we would continue to focus on tier II & III cities for further expansion.

How do you ensure price parity on tickets as you move to different cities?

The price point of our ticket is lesser as compared to other major multiplex players. The sole reason of low price point is, we are a group largely placed in tier II & III cities where ticket price is already quite low. Our tier II price point starts from ₹80, whereas for tier I and metros, our range starts from ₹200.

Do you also differentiate on clientele as you move to different cities?

Yes, we can differentiate it. In smaller towns the dominance is of regional cinema. However, we get all sort of audience in metro cities. However, cinema is a mass product and for a successful execution of movie we need everybody.

These days especially in metro cities Cinema has become a inseparable part of retail mall establishment. Who do you think is larger benefiter? Mall or entertainment property like cinema?

A retail mall is a composition of shopping, food and entertainment. If you abolish any of these then the mall establishment will not survive. Of course, the entertainment property like cinema also gets benefited with the footfall that is derived through the mall. Having said that, I would also live to mention that cinema is one component which is survived beyond season. Cinema works 24X7 in all 365 days, so garnering footfall is easier for cinema operator as compared to other retail establishments.



Despite being such an important pillar, why we still don't see cinema as an anchor in retail malls of Indian metro cities? Do you think that the time has arrived when mall developers should change their perspective?

Being the biggest footfall driver I would definitely like to see myself as an anchor. Cinema is also a place where maximum advertising and branding is done. And, if I operate as an anchor, I would get more opportunities to showcase the cinema better. Being in anchor position, I can offer partnerships with other components of mall to create a win-win situation. As of now, cinema operators are tying up with anchor stores to run various customer centric schemes like loyalty programs etc. I think time is not far when developer will gauge the business potential in such arrangement.

How many more screens you are planning to open in FY 16-17? Any new acquisition or merger in pipeline?

Organically, we should be able to open 150 more screens in coming 15 months. For acquisition, we would be looking for somebody who has brand existence.

At last, few words on your production and distribution business?

Carnival Motion Pictures have already made couple of movies. As of now, we have made four movies in Malayalam. In last two years we have also ventured in to Hindi movie business. We would also like to expand this vertical of our business. ●●



FILM STARS KUNCHAKO BOBAN AND APARNA GOPINATH



THE LULU FASHION WEEK

ENTHUSES KOCHI CITY



MALAYALAM FILM STARS PRIYA MANI AND VINAY FORT WITH STAR FILM CHOREOGRAPHER PRASANNA SUJIT.





NISHAD M.A., DIRECTOR, LULU GROUP INTERNATIONAL TALKS TO TEAM IMAGES ON THE LULU FASHION WEEK.

Dear sir, firstly thank you very much for inviting us to witness your wonderful initiative. We would like to know why you conceptualized and hosted the Lulu Fashion Week? What were the key objectives behind the idea?

The basic idea behind this concept was to generalize and to communicate to the public the latest fashion trends. In a normal scenario, fashion events are targeted at a particular customer base and new product launches normally happens within the four walls of a luxury hotel in the presence of invited guests. Through the Lulu Fashion Week (LFW) we have tried to break away from the age old concept of traditional fashion launches by introducing new launches in front of a mass audience who are the actual target audience of the brand. More than 16 brands have participated in the fashion show and more than 30,000 people have witnessed the event live. LFW was a path breaking fashion show for Keralites. It was a platform for the brands to showcase their latest collections of Spring Summer 2016. The Fashion Forum also opened a new platform for discussing the current trends in the fashion industry with a participation of 250 students from various fashion and management institutes from across Kerala.

How did the Lulu Fashion Week effect your footfalls and sales?

Post fashion week the Lulu Fashion Store has witnessed a 20 percent hike in footfalls and in sales. We witnessed customers coming up with specific requirements referring to the styles showcased during the show.

And what sort of response have you got from your brands and also from your prime catchment and Kochi city?

We have received an overwhelming response from all quarters. All our brands who have participated in the show were extremely pleased with the outcome and we have had major brands already queuing up to be part of our fashion week in 2017. The response from the general public too has been very positive and people are looking forward to getting to see latest trends in fashion at our outlet, the Lulu Fashion Store. We have also received immense response from the media (visual, print and online) who have come out with special features and articles about LFW with a few of them even naming the LFW as Retail Fashion Week.

Indian Terrain presented the Lulu Fashion Week at the Lulu Mall, Kochi from 20th to 24th April'16. The fashion week was organized by Lulu Fashion Store and was managed by Lulu Events. The event hosted 16 exclusive brandfashion shows, a fashion awards ceremony and a fashion forum at the grand finale.

The fashion shows featured the most sought after national and international brands showcasing their exclusive spring/summer collection. The various brands participating in this unique event, besides Indian Terrain, were Wills Lifestyle, Allen Solly, Sin, Classic Polo, Crocodile, Identity, Delsey, Marc Loire, Omra, Levis, Urban Touch, John Louis, Kraus Jeans, Scullers, Indigo Nation, Lee Cooper, Venfield, Victorinox etc. The model line-up consisted of the top national level models which included Miss India

finalists, Miss Bangalore, Miss Andhra Pradesh and international faces too. The highlight feature of the fashion show was the show stoppers of most of the brands - eminent stars from the South Indian Film industry.

A fashion forum was organised in tune with the event on the final day at the Kochi Marriott. The speakers at the forum were eminent personalities from both fashion and retail industry. The audience that consisted of fashion brands, fashion academicians and students enthusiastically participated to discuss the current trends in the Indian fashion retail industry with the panellists.



(LTO R) MOHAMMED REHAN ALI, CEO, IDENTITI; DEEPAK L. ASWANI, CEO, ASWANI LACHMANDAS GROUP & MASTER FRANCHISE OF RAYMOND, ITC, COLORPLUS ETC.; RAJAN VARMA, MANAGING EDITOR, IMAGES GROUP; SHIBU PHILIPS, BUSINESS HEAD, LULU MALL; AND KUMAR RAJAGOPAL (CEO, RETAIL ASSOCIATION OF INDIA.

About Lulu Mall

Lulu Mall, a division of the famous Lulu Group headquartered in Abu Dhabi, UAE, is one of the largest as well as the first of its kind malls in India. The Lulu Group with its flagship retail chain of Lulu hypermarkets and supermarkets has operations spread over 24 countries.

Sprawling over an area of 17 acres with a retail floor area of 1.2 million sq ft., Lulu Mall is the dominant super-regional centre in its zone. It is one of the most visited place in Kerala. The Mall offers a sociable environment for family and youth, with entertainment, F & B and a wide variety of shopping.

The Lulu Hypermarket sprawls over an area of about 2,25,000 sq. ft. and is one of the largest in India. 55,000 sqft area has been denoted for family

fun & entertainment which includes 12 lane bowling alleys, South India's largest Ice skating rink, a PVR multiplex operating 9 screens with 2,500 seats, a food court with 1,500 seats, 24 multi-cuisine kitchens and 6 fine dining restaurants.

On the shopping side, with 225 operational stores, the mall offers everything that is required by the discerning shoppers, from branded apparels, fashion accessories, jewellery, gifts, electronic items to, food court, restaurants, coffee shops and an excellent entertainment experience that caters to both locals and international tourists.

LULU FASHION WEEK

FASHION SHOWS



INDIAN TERRAIN, THE PRESENTING SPONSOR OF THE LULU FASHION WEEK, LAUNCHED THEIR KIDS WEAR RANGE. THE SHOW STOPPERS FOR INDIAN TERRAIN WERE VIJAY BABU, THE MALAYALAM FILM ACTOR AND PRODUCER; AND CHILD ACTOR GOURAV MENON WHO IS ALSO A NATIONAL AWARD WINNER.



ALLEN SOLLY JUNIOR FASHION SHOW SHOWCASED THE KIDS WEAR COLLECTION FOR THE AGE GROUP 4-14 YEARS.



CLASSIC POLO PRESENTING THEIR RANGE. THE SHOW STOPPER FOR CLASSIC POLO WAS MALAYALAM FILM ACTOR KAILASH.



IDENTITI COLLECTION ON THE RAMP. THE SHOW STOPPER FOR IDENTITI WAS MALAYALAM FILM ACTOR AND MODEL SREEJITH VIJAY.



LEE COOPER FASHION SHOW WAS BASED ON A THEME CALLED 'STREET & MUSIC'. LEE COOPER HAD TWO SHOW STOPPERS -MALAYALAM FILM ACTORS MAQBOOLSALMAAN AND JINSBHASKAR.



IDENTITI KIDS FASHION SHOW PRESENTED A RANGE FOR CHILDREN IN THE AGE GROUP 4 -14 YEARS.



THE OPENING SHOW OF THE FASHION WEEK WAS BY LEVIS, WHERE THE FOCUS WAS MORE ON THE MENS WEAR. THE SHOW STOPPER WAS MALAYALAM FILM ACTOR AND AN INTERNATIONAL MODEL JUNAID SHEIKH.



LEVIS HAD A SECOND SESSION OF FASHION SHOW BASED ON THE THEME 'VINTAGE', SHOWCASING THEIR EXCLUSIVE WOMEN'S WEAR. THE SHOW STOPPER FOR THIS SHOW WAS PEARLE MAANEY WHO IS VJ, MODEL, TELEVISION ANCHOR AND MALAYALAM ACTRESS.



↑ FOOT WEAR BRAND MARC LOIRE PRESENTING ITS COLLECTION.



↑ OMRA PRESENTING ITS COLLECTION. THE SHOW STOPPER FOR OMRA WAS MALAYALAM FILM ACTRESS NIRANJANA.



↑ A SHOW CONDUCTED BY SCULLERS BASED ON THE THEME - BREEZY CASUALS AND INDIGOS. THE SHOW WAS A COMBINATION OF SCULLERS/ JEALOUS 21 AND INDIGO NATION.



↑ URBAN TOUCH FASHION SHOW FEATURED MALAYALAM ACTOR DINESH PRABHAKAR AS THEIR SHOW STOPPER.



↑ VENFIELD FASHION RANGE ON THE RAMP. THE SHOWSTOPPER OF THE SHOW WAS MODEL AND REALITY SHOW CONTESTANT SANDEEP MENON.



↑ SIN FASHION SHOW WAS BASED ON THE THEME - REBEL ATTITUDE. THE SHOWSTOPPER OF THE SHOW WAS RAHUL RAVI, A MALAYALAM FILM AND TV ACTOR.



↑ VICTORINOX FEATURED ISHARA NAIR, TAMIL AND TELUGU ACTRESS AS ITS SHOW STOPPER



↑ JOHN LUIS COLLECTION AT THE SHOW. THE SHOW STOPPER OF THIS BRAND WAS MALAYALAM FILM ACTOR NIYAS



↑ KRAUS JEANS AND DELSEY FASHION SHOW.



↑ WILLS LIFESTYLE RANGE AT THE SHOW. THE SHOWSTOPPER FOR THE COLLECTION WAS MALAYALAM SINGER FRANKO.

THE LULU FASHION AWARDS

The Lulu Fashion Awards were the first ever fashion awards to be held in Kochi. The fashion awards recognized the outstanding contributions by brands and individuals in the fashion industry.



BEST EMERGING BRAND - INDIAN TERRAIN



FASHION MAGAZINE OF THE YEAR (SOUTH) - RITZ



FASHION PHOTOGRAPHER OF THE YEAR (SOUTH) - D. RADHAKRISHNAN NAIR



MOST PREFERRED WOMENS WEAR - W



MOST PREFERRED MENS WEAR - LEVIS



MODEL OF THE YEAR (SOUTH) - SERIN GEORGE



BEST KIDS WEAR - UNITED COLORS OF BENETTON



FASHION INNOVATION AWARD - OMRA



ICON OF THE YEAR - KUNCHA KOBAN



FASHION ICON OF THE YEAR - APARNA GOPINATH

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